

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER



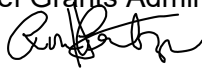
KAREN BASS
MAYOR

ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT

444 S. FLOWER ST. 14TH FLOOR
LOS ANGELES, CA 90071

DATE: June 20, 2024

TO: All Economic Development Division Service Providers

FROM: Rosa H. Penaloza, Assistant Chief Grants Administrator
Economic Development Division 

**SUBJECT: EDD DIRECTIVE NO. 24-06
ECONOMIC DEVELOPMENT DIVISION SERVICE PROVIDER SUCCESS
STORY AND WEBINAR/TRAINING CALENDARS**

EFFECTIVE DATE

This directive is effective on the date of issue.

PURPOSE

The purpose of the directive is to provide the Economic Development Division Service Providers (Providers) Success Story and Webinar/Trainings Submission Calendars for the period July 1, 2024 – June 30, 2025; outline the marketing materials approval process; and establish a centralized information repository for all appropriate business-related event information collected and made readily via the Economic and Workforce Development Division (EWDD) website.

BACKGROUND

Flyers and other public-facing marketing materials must provide clear, well-written, and professionally formatted information to promote all programs and services funded by EWDD. The EWDD Style Guide provides guidance to Contractors and Subrecipients to help EWDD maintain a professional image while promoting EWDD's programs and services to Angelenos. The Style Guide provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media accounts, newsletter, website postings, and for inclusion in *EWDD Updates*, the General Manager's Weekly Report to the Mayor's Office.

REQUIRED ACTION

All EWDD Contractors and Subrecipients must refer to and follow the EWDD Style Guide when preparing success stories, flyers, webinar announcements, and other public-facing marketing materials promoting all programs and services funded by EWDD.

The style guides include specific requirements including (but not limited to):

- Logos
- CDBG language
- Flyers
- Translation Services
- Release/Consent Forms
- Photos - Requirements and dimensions, including for social media platforms
- URL/RSVP link
- QR codes and short link

Links to the guides and media release forms are available [here](#).

Refer to the Economic Development Division Service Providers Success Story Calendar (Attachment 1) for the Success Story due dates by Provider. Stories should be current from 2023 to the present. Stories shall be submitted with all required attachments to the EDD Success Stories Submission Google Form [here](#).

Flyers should be emailed to labusinesssourceadmin@lacity.org for review. Providers will be notified if any updates are needed. Note that all new flyers must be preapproved prior to distribution. Previously approved flyers can be used if there is only a date, time, or venue change. Any events taking place outside of the City of LA must first be evaluated by the EWDD monitor.

In an effort to promote Provider trainings and events, the [EDD Webinar/Training Event Submission Google Form](#) was created. Submissions must be for trainings and/or events scheduled for the following month with an approved flyer. Submissions must follow the deadlines listed in the Economic Development Division Service Providers Webinar and Training Calendar (Attachment 2). All flyer submissions must be in 1080x1350px dimensions with all logos (City, EWDD, General BSC, and provider logos) and if included QR code with a short link.

EDD CONTACT

Questions or concerns should be addressed to labusinesssourceadmin@lacity.org.

Attachments:

1. Economic Development Division Service Providers Success Story Calendar July 1, 2024 – June 30, 2025
2. Economic Development Division Service Providers Webinar/Training Event Calendar July 1, 2024- June 30, 2025
3. EWDD Style Guide
4. Video 101 Style Guide
5. EWDD Release Form – English
6. EWDD Release Form – Spanish

Economic Development Division Success Story Calendar

July 1, 2024 – June 30, 2025

Please submit the Success Story to <https://forms.gle/oxt5QsYpQS7yNAB77>.

Service Provider	Due Date
SEE-LA Incubator	Friday, July 5, 2024
Pico-Union / Westlake BSC	Friday, July 12, 2024
Harbor BSC	Friday, July 19, 2024
Southeast LA BSC	Friday, July 26, 2024
North Valley BSC	Friday, August 2, 2024
Los Angeles Cleantech Incubator	Friday, August 9, 2024
West Valley BSC	Friday, August 16, 2024
South L.A. BSC	Friday, August 23, 2024
Grid110	Friday, August 30, 2024
Hollywood BSC	Friday, September 6, 2024
South Valley BSC	Friday, September 13, 2024
Health Neighborhood Market Program	Friday, September 20, 2024
Watts BSC	Friday, September 27, 2024
Braid Theory	Friday, October 4 , 2024
East L.A. BSC	Friday, October 11, 2024
SEE-LA Incubator	Friday, October 18, 2024
Pico-Union / Westlake BSC	Friday, October 25, 2024
Harbor BSC	Friday, November 1, 2024
Southeast LA BSC	Friday, November 8, 2024
North Valley BSC	Friday, November 15, 2024
Los Angeles Cleantech Incubator	Friday, November 22, 2024
West Valley BSC	Friday, November 29, 2024
South L.A. BSC	Friday, December 6, 2024
Grid110	Friday, December 13, 2024
Hollywood BSC	Friday, December 20, 2024
South Valley BSC	Friday, December 27, 2024
Health Neighborhood Market Program	Friday, January 3, 2025

Economic Development Division Success Story Calendar

July 1, 2024 – June 30, 2025

Please submit the Success Story to <https://forms.gle/oxt5QsYpQS7yNAB77>

Service Provider	Due Date
Watts BSC	Friday, January 10, 2025
Braid Theory	Friday, January 17, 2025
East L.A. BSC	Friday, January 24, 2025
SEE-LA Incubator	Friday, January 31, 2025
Pico-Union / Westlake BSC	Friday, February 7, 2025
Harbor BSC	Friday, February 14, 2025
Southeast LA BSC	Friday, February 21, 2025
North Valley BSC	Friday, February 28, 2025
Los Angeles Cleantech Incubator	Friday, March 7, 2025
West Valley BSC	Friday, March 14, 2025
South L.A. BSC	Friday, March 21, 2025
Grid110	Friday, March 28, 2025
Hollywood BSC	Friday, April 4, 2025
South Valley BSC	Friday, April 11, 2025
Health Neighborhood Market Program	Friday, April 18, 2025
Watts BSC	Friday, April 25, 2025
Braid Theory	Friday, May 2, 2025
East L.A. BSC	Friday, May 9, 2025
SEE-LA Incubator	Friday, May 16, 2025
Pico-Union / Westlake BSC	Friday, May 23, 2025
Harbor BSC	Friday, May 30, 2025
Southeast LA BSC	Friday, June 06, 2025
North Valley BSC	Friday, June 13, 2025
Los Angeles Cleantech Incubator	Friday, June 20, 2025
West Valley BSC	Friday, June 27, 2025

Refer to the EWDD Style Guide at <https://www.ewddlacity.com/index.php/press/guides-releases> for additional information.

Economic Development Division Webinar and Training Submission Calendar

July 1, 2024- June 30, 2025

The newsletter is distributed at the end of the month and will advertise webinars taking place in the following month.

Please submit the Webinar and Training information to:

<https://docs.google.com/forms/d/e/1FAIpQLSdEi49K-l4fOg4pzrlASEPzVvUTeeVMSrf9YoQ15hPDeOBzeg/viewform>

Month Webinar(s) is Taking Place In	Submission Due Date
July 2024	Tuesday, June 25, 2024
August 2024	Friday, July 26, 2024
September 2024	Tuesday, August 27, 2024
October 2024	Wednesday, September 25, 2024
November 2024	Monday, October 28, 2024
December 2024	Tuesday, November 26, 2024
January 2025	Thursday, December 26, 2024
February 2025	Tuesday, January 28, 2025
March 2025	Tuesday, February 25, 2025
April 2025	Wednesday, March 26, 2025
May 2025	Friday, April 25, 2025
June 2025	Tuesday, May 27, 2025

Refer to the EWDD Style Guide at <https://www.ewddlacity.com/index.php/press/guides-releases> for additional information.

City of Los Angeles Economic & Workforce
Development Department (EWDD)

Style Guide



Contact:

EWDD Communications Team

EWDDComms@lacity.org

This guide is designed to be used as a resource, for both internal EWDD staff, and external contractors/service providers. The City of Los Angeles Economic and Workforce Development Department (EWDD) Style Guide outlines the department's graphics requirements for marketing materials (i.e. flyers, Eventbrite notices, etc.) that are created to advertise the City's WorkSource, YouthSource, BusinessSource, and other EWDD Programs services that will be distributed to the general public. The Style Guide also provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media, website postings, and for inclusion in the General Manager's Weekly Report to the Mayor's Office.

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DEPARTMENT LOGOS

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All flyers created to advertise services, upcoming workshops or job fairs sponsored by EWDD and/or the City of Los Angeles Workforce Development Board (WDB) must include the following logos (not necessarily in this order):



(Left to Right): The City of Los Angeles, EWDD and WDB logos.



Workforce **Development** Board
City of **Los Angeles**



NEW LOGO

WDB's current logo.



Workforce **Investment** Board
City of Los Angeles



OLD LOGO

Do not use the old logo on
any marketing materials.

Please note that Workforce Development Board (WDB) is no longer WIB. Make sure that you are using the correct and most recent logo of WDB. Also note that the WDB logo is not required for Economic Development Service Providers flyers.

The following are the logos for WorkSource, YouthSource and BusinessSource:



WORKSOURCE LOGO

CMYK CODE:

C: 63%
M: 6%
Y: 100%
K: 0%
#6EB43F



YOUTHSOURCE LOGO

CMYK CODE:

C: 40%
M: 2%
Y: 100%
K: 0%
#a6c939



BUSINESSSOURCE LOGO

CMYK CODE:

C: 65%
M: 21%
Y: 100%
K: 4%
#689940

EWDD DEPARTMENT & PROGRAM LOGOS- WHAT NOT TO DO

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Avoid stretching or distorting any of EWDD's logos.



Do not crop any of EWDD's logos.



Refrain from outlining the logo box on any of EWDD's logos.



Do not use an alternate background color on any of EWDD's logos. Display logos with a solid white or transparent background)



Do not alter the color on any of EWDD's logos.

Proper LOGO USAGE

Here is an example of a flyer that uses the department's logos in an effective and correct manner:

The flyer makes correct usage of the logos by having all three required logos (EWDD, City of LA and WDB), and placing them in such a way that it is easily readable and appealing.



Incorrect LOGO USAGE

Here is an example of a flyer that uses the department's logos in an incorrect manner:

This flyer uses a wrong, outdated WDB logo, the BusinessSource logo color has been changed to a darker green, and the City of LA logo is not scaled correctly.



GRAPHICS REQUIREMENTS AND REVIEW PROCESS

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1. All marketing materials, including social media posts, electronic or print flyers advertising Economic Development programs and events must be submitted by contractors in PDF, JPEG or PNG format to LABusinessSourceAdmin@lacity.org for EDD, and copy edited and proofed for accuracy. Please submit WorkSource and YouthSource materials to contract monitors for review.
2. Once EDD and WDD staff have confirmed sign-off on graphics, please submit to EWDDGraphics@lacity.org. Flyers which need no further editing will receive a final review and confirmation OK to post to EWDD website and @LAEWDD social media channels as necessary/requested within 5 days.
3. Graphics requiring edits will be emailed to the designated WDD/EDD staff to discuss corrections with contractors. Once graphics are corrected, please resubmit the final flyer to EWDDGraphics@lacity.org. Approved graphics will then be posted on the EWDD website and @LAEWDD social media channels as necessary/requested within 5 days.

*Because of the required review process, it is recommended that flyers be submitted for review as early as possible to ensure timely posting.

Below are several checklists to help guide contractors on EWDD's flyer requirements:

ALL graphics must contain correct and accurate information, including:

- | | | |
|--------------------------------|---------------------------------------|--|
| ☐ Dates | ☐ Location | ☐ Links/ QR codes
(trademark for matrix/
two-dimensional barcode) |
| ☐ Times | ☐ Contact Info | |

WorkSource and YouthSource flyers MUST include the following:

- ☐ LOGOS: EWDD, City of LA and Workforce Development Board (WDB) logos.
- ☐ Required WIOA language (EXACT WORDING):

"This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

IF the flyer is for a specific event, also include the following:

"For more information, call [INSERT NUMBER] or TTY:711 for TRS."

EDD Service Providers flyers MUST include the following:

- ☐ LOGOS: EWDD and City of LA.
- ☐ NOT REQUIRED – WDB logo.
- ☐ Required language:

"Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and insert [Service Provider's name]."

- ☐ Required language:

"Auxiliary Aids and Services are available upon request to individuals with disabilities."

All WorkSource and YouthSource media advertising programs funded by the U.S. Department of Labor's Workforce Innovation and Opportunity Act (WIOA) must use the exact wording below for taglines on flyers, brochures, letterhead and websites:

"This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

If the flyer is for a specific event, such as a job fair, additional information should be added to request a reasonable accommodation. When materials indicate that the recipient may be reached by telephone (i.e. a phone number is listed), the materials must also prominently provide the number for Telecommunications Relay Service (TRS) (TTY:711).

Ex. "For more information, call [INSERT NUMBER] or TTY:711 for TRS."

FEDERALLY-FUNDED PROGRAMS LANGUAGE

Federally-funded programs, such as the National Dislocated Workers Grant (NDWG), are required to provide specific language.

The Stevens Amendment requires that certain language is mandatory on all public communications regarding federally-funded programs. The language has been incorporated in appropriation bills since 1989, most recently in Public Law 116-94, Division A, the Department of Labor Appropriations Act of 2020.

The requirement reads as follows:

'When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, all non-Federal entities receiving Federal funds shall clearly state:

1. The percentage of the total costs of the program or project which will be financed with Federal money;
2. The dollar amount of Federal funds for the project or program; and
3. The percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources.'

“Public communications” includes outreach materials, recruiting advertisements, and any other advertisement related to the project, along with the examples provided in the requirement language itself. The description can be a prominent part of the communication or can be in the form of a disclaimer at the bottom of a flyer, whatever works best for the specific communication is acceptable, so long as the required language is present.

A few examples of acceptable language are:

- “This National Dislocated Worker Grant project is fully funded by the Employment and Training Administration of the U.S. Department of Labor as a part of an award totaling \$1,000,000.”
- “This opportunity is 50% funded by the Employment and Training Administration of the U.S. Department of Labor as a part of an award totaling \$1,000,000 and 50% with funds from a State of California grant.”
- “This project is 100% federally-funded in the amount of \$1,000,000.”

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EDD SERVICE PROVIDERS LANGUAGE

EDD Service Providers flyers must use the following language:

“Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department and [insert EDD Service Provider name].”

Since BusinessSource Centers work in tandem with WorkSource and YouthSource Centers, all BusinessSource flyers must also contain the following language at the bottom of their flyers:

“Auxiliary Aids and services are available upon request to individuals with disabilities.”

TRANSLATION SERVICES

All flyers for EWDD services or events that are prepared in Spanish or another language must be sent to the EWDD Public Information Officer at **EWDDComms@lacity.org** for review. EWDD will route all flyers prepared in languages other than English to EWDD staff identified for translation.

EWDD Branded Marketing Materials

Any EWDD branded marketing materials (e.g. pens, bags, etc.) considered to be purchased/ordered by EWDD staff must be reviewed by the EWDD Communications Team to ensure compliance with the use of the EWDD logo. Once the EWDD branded marketing materials are identified and “mocked up,” forward to EWDDComms@lacity.org no less than 2 weeks prior to the date of ordering for logo usage review/approval.

MOTION PICTURE/PHOTOGRAPHY RELEASE/CONSENT FORMS

MOTION PICTURE/PHOTOGRAPHY

Workforce Innovation and Opportunity Act (WIOA) participants automatically sign release forms upon enrolling at EWDD’s YouthSource and WorkSource Centers granting permission for their likeness to be used in photos and or/video that may be used across EWDD websites, printed material and or/social media. The motion picture/photograph release forms below were created for EDD Service Providers participants and LA:RISE participants to fulfill the same purpose. As EWDD begins administering new programs, with the potential to be featured in the EWDD website, printed material and/or social media, please advise EWDD’s Communications Team so similar forms can be created.



[Download BusinessSource Release Form
\(English Version\)](#)

[Download BusinessSource Release Form
\(Spanish Version\)](#)



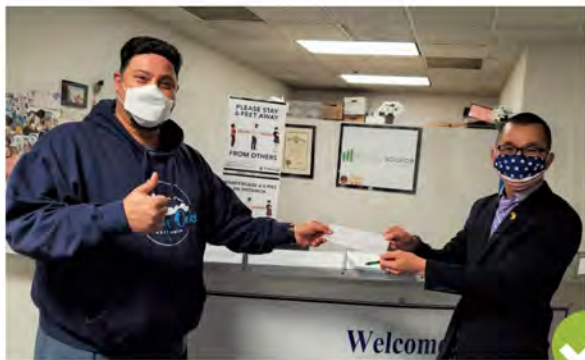
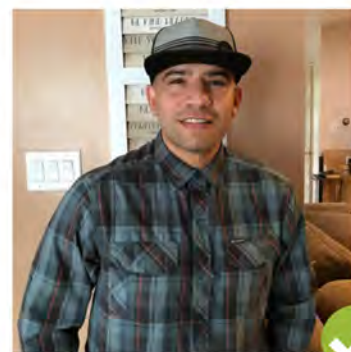
[Download LA: RISE Consent Form](#)

PHOTO SUBMISSIONS

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Photos submitted to EWDD for consideration to be used in EWDD Updates, the General Manager's Weekly Report to the Mayor's Office must be high-resolution images with at least 600 dpi. Please submit to the EWDD Communications Team at EWDDComms@lacity.org as a separate file in JPEG or PNG format and **do not** imbed into a Word File or PDF. Photos should include people, be mindful of diversity, and clearly illustrate the event, service, etc. Also, taking into consideration COVID-19 safety protocols, take photos illustrating participants wearing masks AND practicing social distancing.

Examples of high-quality (HQ) acceptable photos:



Examples of photos that are not acceptable:

Try to avoid sending low-quality cell phone photos because they will not translate well in EWDD's Weekly Report or online marketing materials.



In this photo, the resolution is too low.



In this photo, the subject is too dark.

When submitting your photos, please provide original versions along with any edited or photoshopped versions. Send original photos, edited photos and logo files separately.

For example:



(Edited Version)



(Original Version)

- Allow for enough headspace between the top of the subject's head and the top of the frame.
- Center the subject off to one side. **Do not** place the subject directly in the center of the frame.
- To meet film and video industry standards, the subject should be looking at the interviewer, not at the camera.
- Always get B-roll! The more B-roll, the better! Follow up with the interviewee if you need more B-roll content (photos, etc)
- If you film horizontally, use 1920x1080, 24 frames per second
- If you film vertically, use 1080x1920, 24 frames per second
- For more tips, view EWDD's **Video Content 101 Guide**.

Examples of previous EWDD videos filmed horizontally:

<https://www.youtube.com/user/CDDCLAVideos/videos>

For examples of previous EWDD videos filmed vertically, view EWDD's Instagram (@laewdd)!



EWDD's WorkSource Centers are part of the America's Job Center of California (AJCC) network. In the City of Los Angeles, AJCCs are referred to as WorkSource Centers.

The America's Job Center of California (AJCC) name and logo are trademarks of the State of California. Each use of the marks must indicate its status as a mark by including the service mark (SM) symbol for services. If the mark(s) appear numerous times in a printed matter such as a brochure, the service mark notice should follow the mark at least once in each piece of the printed material, usually the first time the mark appears on the page.

For more information, please reference [WDS Directive 14-04](#)

Co-branding the WorkSource & YouthSource systems with the America's Job Center of California Name

[WDS Directive 14-04](#)

For more information specific to branding protocols for the City's WorkSource and YouthSource Centers, please reference [WDS Directive 15-07](#)

WorkSource YouthSource Branding protocols

[WDS Directive 15-07](#)

AMERICA'S JOB CENTER OF CALIFORNIA (AJCC) STYLE GUIDE

For more information, please reference:

America's Job Centers of California Style Guide

[AJCC Style Guide \(State of CA Workforce Development Board\)](#)

EDD SERVICE PROVIDERS BRANDING PROTOCOLS

For more information specific to branding and marketing protocols for EDD Service Providers, please reference EDD Directive 22-01.

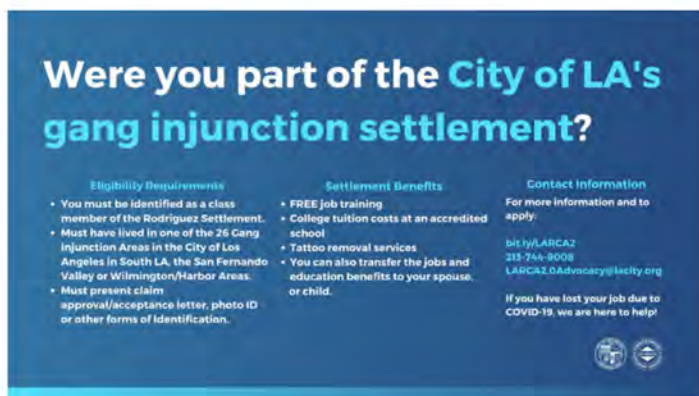
DEPARTMENT BRANDING COLORS

Primarily use blue, green, yellow and orange color tones. These colors have been selected based on department's logo colors and others such as those in our HIRE LA's Youth program logo.

There is no specific CMYK for the color tones needed in the design of marketing material, as long as the colors stay within range of the four colors specified above.



Examples of Marketing Material with Branding Colors



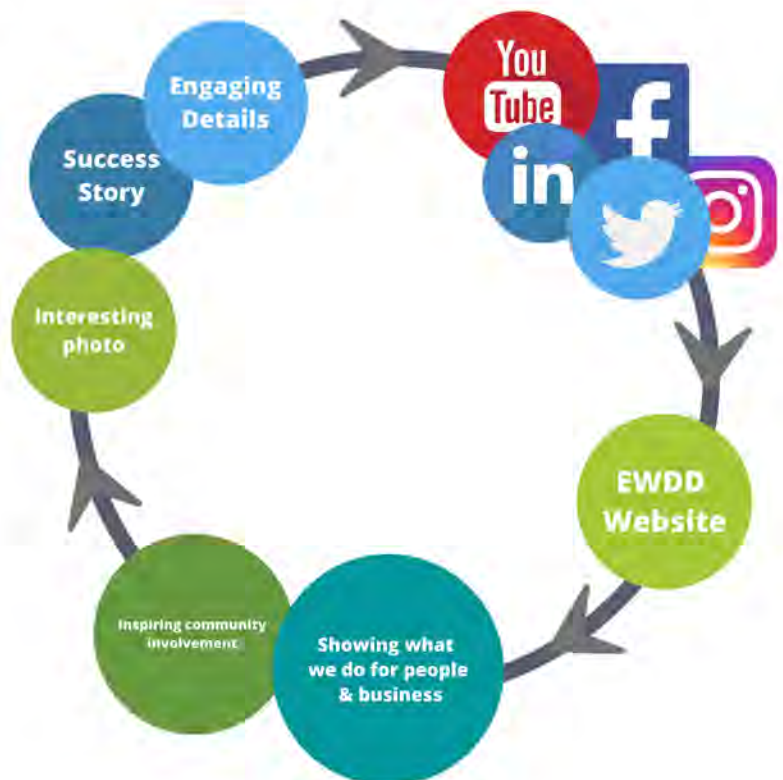
What is EWDD Updates?

EWDD Updates is a report from the General Manager of EWDD to the City of Los Angeles Mayor's Office to summarize EWDD's weekly accomplishments. In addition to the Mayor's Office, EWDD Updates is distributed to hundreds of readers, including elected and government officials, local media, City of LA staff, partnering agencies and workforce experts.

Why are the success stories important?

EWDD is a unique City department because the services we provide directly contribute to the success of Angelenos. We help youth who are not in school get back into the education system or into job training for living-wage jobs. We help job seekers find work, and businesses launch and thrive.

Our success stories inspire clients to seek out our services and embolden employers to work with us to offer jobs. EWDD's success stories are distributed to the Mayor's Office, the EWDD website and social media, which drive clients to our services.



- 1** A great photo!
- 2** Include the five Ws – Who, What, When, Where and Why? AND sometimes How.
- 3** A Human Interest aspect - which presents people and situations and achievements that readers relate to or find motivating or inspiring.
- 4** Remember, EWDD success stories are shared across several mediums – print, web and social media.
- 5** What makes you want to click on a story to read it? Apply those ideas to your submissions.

(For examples on how to write an effective story, reference EWDD's Style Guide and [EWDD's Weekly Updates](#))

WORKSOURCE SUCCESS STORY EXAMPLE & SOCIAL ANALYTICS

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Example of Social Media Engagement
on LinkedIn and Instagram

LinkedIn:
16 Likes

Instagram:
34 Likes

 **Private LinkedIn Profile** I love your story 7w ...
Michelle! You are an inspiration! I am so proud of you for overcoming addiction, for being a true hero for your daughter, and for giving back and helping others. This is why I fell in love with the Economic and Workforce Development Department (EWDD). EWDD gives hope, support, and a fresh start to disconnected youth like Michelle. 🙌🏻💖
[Read less](#)



*Comment from a reader- Audiences enjoy reading stories where program participants overcome challenging life obstacles! Could be inspirational to someone going through a similar situation.

DIAGRAM OF A SUCCESSFUL EWDD WORKSOURCE SUCCESS STORY

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Tie back to EWDD — In success stories, always tie back to how the program is connected to EWDD.

Background —

Start off by discussing the challenges the participant was experiencing prior to getting assistance.

Outcome + Great Quote —

— Discuss the positive outcomes that resulted from the participant receiving assistance from the program: how did the program change the participant's life? Did they get a new job? Did they learn a new skill? Ending it with an inspirational quote!

LA:RISE HELPS RECOVERING PARTICIPANT FIND FULL-TIME JOB

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE). This innovative, collaborative partnership unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed. In this week's issue, we share an inspirational story from LA:RISE participant Michelle.

"For five years, I struggled with addiction. I believe I was lost for a really long time. I often found myself in dangerous situations. I dropped out of school when I was 17 and faced incarceration, homelessness, abuse, and unemployment. I struggled with co-dependency issues and physical abuse when I met the father of my daughter. I became pregnant while I was in my active addiction. When my daughter was born, the hospitals contacted the Department of Public Social Services (DPSS) because of my substance abuse and neglecting myself while pregnant. My daughter was born with a lung infection and medical condition caused by my drug use. When the DPSS worker explained that they would place her in foster care, I felt hopeless and lost. I decided to go to treatment to do whatever it took to regain custody."

After seven months in treatment, Michelle was granted "home of parent" and her daughter was allowed to live with her.

"Overjoyed and filled with gratitude, I knew I'd overcome my first hurdle. I then transitioned to a sober living home and spent six months caring for my daughter. My public assistance check was not enough to cover our expenses and finding employment was difficult due to my gap in employment and lack of work experience."

Michelle discovered LA:RISE partner, the Center for Living and Learning, where a community health worker helped connect her with LA:RISE. She was placed in the center's Customer Service Training program. Her duties included general office work, data entry, and customer service. She built skills fairly quickly and received recognition for her positive work attitude. Within two months, she was offered a permanent position as a Call Center Coordinator and Case Manager. The job gave her the confidence to obtain her driver's license and save to purchase her first car. She was also granted full legal physical custody of her daughter.

Michelle said that she appreciated the flexibility of the LA:RISE program and its aim to support participants in achieving their goals.

"My LA:RISE experience provided opportunities for much progress and success. I am very thankful for all the support I have received. I have become an effective leader and communicator. I feel a sense of belonging. Everything I do is meaningful and fuels my passion to help people."

YOUTHSOURCE SUCCESS STORY EXAMPLE & SOCIAL ANALYTICS

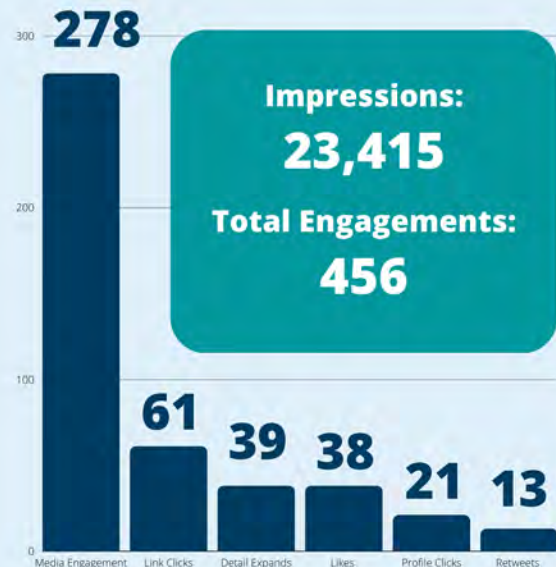
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YOUTHSOURCE SUCCESS STORY EXAMPLE

The inaugural "A Conservation With..." event featured actor Danny Trejo. It provided all the elements of an ideal YouthSource Success Story – a great photo, great quotes and unparalleled audience engagement for EWDD.

Example of Social Media Engagement on Twitter



A LOT OF HELP FROM INFLUENCER FRIENDS

- @officialDannyT has more than 1.9M Instagram followers, a fan base built from Danny's wide range of roles from Spy Kids to Machete. He retweeted @LAEWDD's original tweet, which helped us receive hundreds of engagements.
- Support from @MayorofLA also increases engagement with @LAEWDD social media content.

DIAGRAM OF A SUCCESSFUL EWDD YOUTHSOURCE SUCCESS STORY

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A GREAT PHOTO



"A CONVERSATION WITH..." - ACTOR DANNY TREJO INAUGURAL GUEST IN NEW EWDD YOUTHSOURCE SERIES

In a heartfelt, humorous, and candid conversation, Actor Danny Trejo shared his life story with a room full of 75 young Angelenos from EWDD's YouthSource Centers, describing his transformation from a prison inmate with a drug addiction to a successful actor, entrepreneur and drug counselor who has dedicated his life to helping others.

"Everything good that has happened to me is a direct result of helping someone else," he said. "I promise you, the more people you help in one day, the better your life is going to get. It's just the way it works."

Mr. Trejo was the inaugural guest in EWDD's "A Conversation With..." series. EWDD Youth Operations Director Brenda Anderson launched the series to provide an opportunity for the City's YouthSource participants to interact with influencers who faced similar challenges and overcame obstacles to build successful careers. Upcoming discussion topics include mental health, foster care and homelessness.

During the event, held at Goodwill Southern California on Tuesday, July 24, 2018, Mr. Trejo fielded questions from youth about how to maintain sobriety, resist peer pressure and set a positive example. Many also asked Mr. Trejo to provide his definition of personal success.

Many youth expressed gratitude for the opportunity to meet Mr. Trejo and said the event was a valuable learning experience.

"The most memorable moment was when I saw him come in. It was my first time meeting someone with a similar background as mine, someone who I could identify and has inspired me to better myself. He has changed his life and is now sending a positive message to the community. Thank you for the experience," said Ricky Leon, a youth from the Para Los Niños YouthSource Center.

STAR POWER —

Danny Trejo is a well-known actor with local ties to Los Angeles, including the Valley, which enhanced his connection to the Youth participants. The audience greeted him with a standing ovation.

TIE BACK TO EWDD —

This success story illustrated a new program unique to EWDD that engaged youth interest and allowed them to connect with role models who overcame similar obstacles.

GREAT QUOTE —

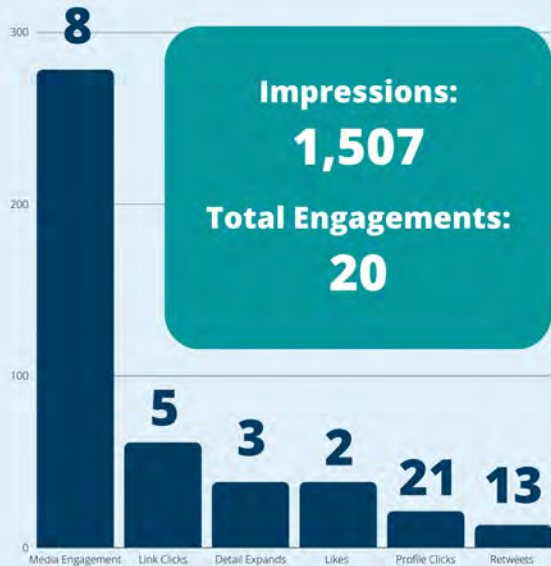
An authentic voice from a Para Los Niños YouthSource participant expressing what the experience meant for him.

ECONOMIC DEVELOPMENT DIVISION STORY EXAMPLE & SOCIAL ANALYTICS

20



Example of Social Media Engagement on Twitter



Instagram
Likes:
18

DIAGRAM OF A SUCCESSFUL EWDD ECONOMIC DEVELOPMENT SUCCESS STORY

21



GRID 110 INCUBATOR LAUNCHES STRUCT CLUB APP FOR SPIN INSTRUCTORS

EWDD administers and supports several incubators in the City of Los Angeles through Community Development Block Grant (CDBG) funding, including Grid110, an economic and community development non-profit dedicated to creating pathways to success for early-stage entrepreneurs.

Grid110, a 501c3 clean technology start-up incubator dedicated to helping entrepreneurs launch their businesses, recently celebrated alum Amira Polack, founder of the app Struct Club. "Struct Club is a transformed company because of Grid110," Amira said in a profile Grid110 published on the online publishing forum Medium. Grid110 assisted Struct Club in developing team growth, product progress, business contacts, office space, affordable access to exclusive networking opportunities and free credits for tech, Amira said. Struct Club is an app for iPhones and Spotify that allows spin and cycling fitness instructors to choreograph a class one time and share that class on a teleprompter with students, instead of choreographing a lesson for each class session.

INTRO:

Write a brief 1-2 sentence intro about how EWDD's Economic Development Division administers three separate programs - 1. BusinessSource Centers; 2. Incubators and 3. Healthy Markets.

BACKGROUND:

Explainer text- What is a BusinessSource Center? What is an incubator? What is a healthy market program?

HOW DOES THIS APPLY?

The Struct Club story is an example of how Incubators help innovative businesses launch in LA. The photos were great. The business supports a woman-owned health and wellness business.

EWDD administers and supports Grid110 through a \$700,000 Community Development Block Grant. Grid110 has a mission to improve the economic health of LA by helping local tech entrepreneurs grow their businesses through innovative and sustainable pathways, creating a thriving tech hub in Downtown Los Angeles. The City of Los Angeles is a proud supporter of businesses and incubators that drive the forward momentum of a green technology sector in our community. LA is committed more than ever to a progressive plan that will secure clean air, clean water and an increasingly stable climate, that also promotes sustainability and economic growth.

Does your story include all these points?

1. Who? Individual names and business names. (please check the spelling!)
2. What? What did EWDD/your organization do to help? What was EWDD's/your organization's involvement? What services were provided? What skills were taught? What was the outcome? What was the result of EWDD's/your organization's assistance?
3. When? Dates? When did EWDD/your organization provide the assistance?
4. Where? Location? Where did the client receive help? Where are they opening their business? If it's a job seeker, where are they working now?
5. Why? What is the end result? Why was it important that the client receive the help? What did it allow them to accomplish?
6. How? "Similar to why, how did our actions and assistance impact the client? Here is a chance to add an inspirational quote. '[Your amazing center] helped me [find a job, feed my family, open my business.]'"

Example: From a story "FEEDING MORE FAMILIES: SOUTH LA BUSINESSSOURCE CENTER FINDS NEW LOCATION FOR WORLD HARVEST FOODBANK, TRIPLING SPACE FOR DONATIONS" The CEO of the company said, "We're going to be able to bring more food, products and resources to help families, it's going to be so much better."

Any questions?

If you have additional questions, please contact the EWDD Communications Team at (213) 744-7300 or EWDDComms@lacity.org.

Thanks!





Business |

source
City of Los Angeles

WorkSource
CALIFORNIA
Building Business and Careers

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EWDD 2023



VIDEO CONTENT 101

A GUIDE FOR VIDEO CONTENT

Prepared by the City of Los Angeles
Economic & Workforce Development Department (EWDD)

How to tell the City's COVID-19 recovery stories?



COVID-19 Economic Recovery Grants

The COVID-19 global pandemic devastated small businesses in the City of Los Angeles, resulting in a substantial economic decline, particularly in disadvantaged communities.

Since 2021, the City's Economic and Workforce Development Department (EWDD) has administered more than **\$100 million** in grants to help small businesses, families and workers recover from the economic setbacks created by the pandemic.

This video storytelling guide provides instructions to EWDD's BusinessSource, WorkSource and YouthSource Centers on how to film stories to share how COVID-19 grant funding is helping Angelenos bounce back from the pandemic. The videos will be posted across @LAEWDD social media accounts on Instagram, Facebook, Twitter and LinkedIn, along with the EWDD website.

EWDD thanks you for your efforts. If you have any questions, please reach out to EWDD Public Information Officer Jamie Francisco at jamie.francisco@lacity.org or (213) 276-9321.

Happy storytelling!

Last Revised: 3/01/2023



Video Tips - Framing and Recording

- Allow for enough headspace between the top of the subject's head and the top of the frame.
- Center the subject off to one side. **Do not** place the subject directly in the center of the frame.
- To meet film and video industry-standards, the subject should be looking at the interviewer, not at the camera.
- Always get b-roll! The more b-roll, the better! Follow up with the interviewee if you need more b-roll content (photos, etc)
- If you film horizontally, use 1920x1080, 24 frames per second
- If you film vertically, use 1080x1920, 24 frames per second



Examples of previous EWDD videos filmed horizontally:

<https://www.youtube.com/user/CDDCLAVideos/videos>

For examples of previous EWDD videos filmed vertically, view EWDD's Instagram (@laewdd)!



Last Revised: 3/01/2023



Interview tips: What questions to ask?



What is the best way to structure interviews?

- Before you begin asking the questions, advise the subject to state the question within their answers. For example: If you ask, *"What are the reasons as to why you started your small business?"* Have the subject respond with, *"The reasons as to why I started my small business are"*
- The first question should be to ask the subject to state their name and title. For example: *"Hi my name is Alex Sanches and I am the owner of..."*
- Avoid asking "yes" or "no" questions! Ask questions that will warrant longer, detailed responses.
- In between each question, allow for a pause.
- If your interviewee doesn't provide a concise answer to one of your questions, go back and ask them to clarify further. Listen for interesting sound bites.
- Towards the end of the interview, always ask "Is there anything you would like to add?" Interviewees typically have more things to say and as the interview closes, they are become relaxed in their responses. These additional details tend to be the best responses!

Last Revised: 3/01/2023



TIPS - Filming interviews on Zoom

In the era of COVID, you can also record video interviews on Zoom! If you can't film the interview in-person, here are some Zoom filming tips:

- Advise the interviewee to be in a **quiet room** when conducting the interview.
- Advise interviewee to have **stable Wi-Fi**. This allows for the audio and video to be clear and useable.
- Make sure the subject is **framed at a flattering angle**.
- Advise the subject to have **good lighting**. Their face should appear clear and bright on the screen.
- Follow the interviewing structure on page 3.

Now you're all set to film!



(Bad lighting vs. Good lighting)



(Bad angle vs. Good angle)



(Film horizontally)

Last Revised: 3/01/2023





Motion Picture/Photograph Release Form

I hereby irrevocably agree and consent that City of Los Angeles Economic & Workforce Development Department ("EWDD"), and its assigns, may use, reproduce, and/or publish photographs, video, and/or other image capture that may pertain to me—including my image, likeness and/or voice without compensation-- as well as any comments, written or oral that I have made in connection with EWDD.

I hereby grant EWDD the right to use my picture, silhouette and other reproductions of my likeness, voice in connection with any motion picture or television program in which my participation may be incorporated, and in any publication, online media or advertising material promoting EWDD, including any comments or remarks, written or oral, relative to EWDD.

EWDD may edit my appearance as well as comments, remarks, etc., written or oral, as it sees fit. EWDD shall have all right, title and interest in any and all results and proceeds from said use or appearance.

The rights granted EWDD are perpetual, worldwide, and include the use of my participation in any medium (all or part of the program may be shown, as applicable), now known or hereafter devised, created or invented, including, but not limited to, broadcast and cable television, online/website, CDs, DVDs and similar.

EWDD is not obliged to make any use of my participation or exercise any of the rights granted by this release.

In connection with the foregoing, I hereby release and hold harmless EWDD and its employees and agents from all liability.

I have read and understand the meaning of this release.

Signature

Date

Print Name



Formulario de Autorización de Uso de Videos y/o Fotos

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En relación con lo anterior, por la presente libero y eximo a EWDD y a sus empleados y agentes de toda responsabilidad

He leído y entiendo el significado de este comunicado.

Firma

Fecha

Nombre en letra de imprenta