

# CivilityLB

California State University, Long Beach

2021 Bateman Entry

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CivilityLB

# From another point of view.



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# EXECUTIVE SUMMARY

Incivility has far-reaching consequences, especially for the multicultural, pluralistic metropolis of Long Beach, California and surrounding Los Angeles and Orange counties. The exponential growth of incivility and polarization has impacted these communities in numerous ways, from a decline in political compromises to a spike in hate crimes. As a team of diverse public relations students at California State University, Long Beach (CSULB), we partnered with the Public Relations Society of America to launch the CivilityLB campaign to engage our local publics, raise awareness of the causes and impacts of incivility and motivate the community to spark change.

Since the issue of “civility” is inherently broad and subjective, our team chose to align our campaign based on community input. We began by gathering insights into the meaning, sources and impacts of civility and incivility through a general survey distributed across a wide range of networks (A1). We also hosted several focus groups with members from specific segments of our key audiences – the general public, corporate employees and parents – to better understand their unique perspectives on the issue (A4). Based on this early primary research and a deep analysis of established secondary research (A2), as well as limitations we faced due to COVID-19 and our inability to gather in person (A5), we designed a campaign that achieved more than 3.7 million media impressions and 526,072 impressions through owned, shared and paid media (A36).

The CivilityLB team committed to creating, curating and distributing research-backed tools for individuals to convert their uncivil habits into productive strategies that contribute to a higher state of public discourse (A15). We sought to demonstrate the power of the individual – to prove to our audience that they have the ability to be agents of change. Through encouraging, educational messaging, we pushed our audiences to recognize their personal role in our collective mission to build a brighter future, together.

Our research indicated a major point of consensus in our community – listening to other opinions is the key to restoring civility in public discourse. We adopted this unifying idea into a catchy, memorable slogan: “From Another Point of View” (A4). This phrase remained the anchor of our campaign from start to finish.

## SITUATION ANALYSIS

According to our initial survey of 800 Long Beach residents, 78.5% of respondents identify incivility as a problem and half of all respondents’ personal relationships have been negatively impacted by incivility (A1). Nevertheless, approximately 80% have blocked or deleted at least one person on social media because of a specific post (A1). As our research made clear, this campaign was not only going to be about combatting incivility – it was about holding the mirror up to our audience to show how they contribute to incivility in public discourse.

As the fifth most racially diverse city in the United States (A3), Long Beach holds particular value as a benchmark for testing society’s approach to civility. But while Long Beach’s 467,000 residents appear to be culturally integrated on paper, the reality on the ground is quite different.

A long history of housing discrimination has led the Los Angeles Metro, which includes Long Beach, to be the tenth most segregated city in the nation. As a result, enclaves of individuals with similar backgrounds and beliefs are common, from the largely white population of Belmont Shore to the Hispanic-majority neighborhoods of Signal Hill (A3).

Like many urban areas, Long Beach has a history of voting strongly democratic (A3). Despite relative political harmony, our research indicated several issues with incivility across important areas of life – within families, between friends, in education, in the workplace and beyond.

Given the diverse, yet segregated nature of our core audiences (A3) and the high levels of incivility in public discourse among them, our campaign came to Long Beach and the surrounding communities at a time when the need for cross-cultural interactions, respect and mutual understanding are at a high point.

# TARGET AUDIENCES

## *CSULB Students, Staff and Faculty*

Given that CSULB is one of the most diverse campuses in California (A3), we felt that CivilityLB would be most impactful if our messaging reflected the diversity of the students, staff and faculty of our university.

## *Long Beach Residents*

In addition to our campus community, our research demonstrated that the need for civility extends through the City of Long Beach (A1). We focused much of our research, programming and initiatives on the needs of our entire local community.

## *Parents, Children and Educators*

A focus group with local parents revealed a popular interest to improve childhood civility education both at home and in the classroom (A1). We chose to fill the gap and help cultivate the next generation of civil leaders.

## *Leaders of Businesses, Nonprofits and Other Local Organizations*

Since 89% of Americans identify incivility as a major problem in the workplace (A3), we dedicated part of our campaign to influencing positive change for civility from within local organizations. Targeting these organizations also expanded the reach of our overall campaign.

## *Spanish-speaking Residents of Long Beach and Surrounding Communities*

According to the 2020 United States Census, 42.8% of Long Beach residents are Hispanic and 77.1% of residents speak Spanish – the second-most spoken language in the city by a large margin (A3). To be inclusive and accessible, we translated considerable portions of our campaign and targeted Spanish-speaking communities for outreach.

# RESEARCH

## SECONDARY RESEARCH

Our team analyzed peer-reviewed articles, websites and books to better understand incivility in public discourse as it relates to our audience. We curated secondary research focusing on precisely how our four core audiences are impacted by incivility in our society.

Our secondary research indicated that incivility exists in each of our target audiences. Within the top 10 ramifications of incivility identified by Americans are bullying, harassment, violence, intolerance, racism, feeling isolated and loneliness (A3). An online survey found that social media is a leading cause of incivility in public discourse (A3). These findings informed our decision to emphasize positive social media messaging.

Our secondary research also demonstrated that bias is not inherited; it is taught (A3). We determined that parents, educators and schools can work together to develop an inclusive classroom experience. Students can learn how to dismantle learned biases and develop a baseline of respect and self-awareness for a better future.

## PRIMARY RESEARCH

Our primary research included one survey and three focus groups to develop our understanding of the general perceptions, impacts and lived experiences of incivility in public discourse among students, parents, children, corporate employees and Long Beach residents at large (A1).

## SURVEY HIGHLIGHTS

Our online survey had **800 responses** to questions regarding the causes of incivility in public discourse and its impact on the Long Beach community (A1).

**80%**

Out of **800** survey respondents **80%** have personally engaged in some sort of uncivil behavior.

When asked what incivility can lead to, harassment, division of family and friends and feelings of depression and isolation were among the top responses.

**78.5%**

of respondents believe that incivility in public discourse is a problem.

**72%**

of respondents have personally experienced incivility.

Social media and the internet are thought to be leading contributors to incivility in public discourse.

**67%** of respondents do believe that incivility will improve in the future.

## PRIMARY RESEARCH CONTINUED...

### *Focus Groups*

We conducted three separate focus groups with community members, local parents and corporate employees to better understand our audience's personal experiences and perceptions of incivility.

### *Focus Group 1: Long Beach Residents (A1)*

We found that our participants believe that social media facilitates incivility and often makes them uncomfortable sharing their beliefs online. They agreed that unfollowing and/or blocking others online over contentious posts is common and that social media etiquette should be followed by users and enforced on those platforms. They did believe that civility could improve in the future so long as individuals respect and listen to one another.

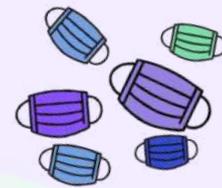
### *Focus Group 2: Corporate Employees (A1)*

We found that our participants agreed that incivility in the workplace is detrimental to employees' productivity and mental health. They often attempt to stay civil and "professional" when dealing with coworkers that have opposing values, but feel the organization they work for as a whole must be in line with their values. Though most employees have worked in what they describe as a "hostile work environment," participants noted that many work environments in Long Beach are inclusive and supportive of fair and open discourse.

### *Focus Group 3: Parents (A1)*

We found that parents believe that civility, appropriately worded for children as kindness and respect, is the responsibility of both parents and schools for children who lack those at-home discussions. They believed children's beliefs vary widely with age, but it is best to discuss civility and respect as early as possible.

## CHALLENGES & OPPORTUNITIES



### *CSULB COVID-19 Restrictions (California Purple Tier)*

Throughout our campaign, Los Angeles County was in the "purple tier," the State of California's most restrictive tier in its COVID-19 mitigation framework known as the "Blueprint for a Safer Economy" (A5). Additionally, as an affiliate of CSULB, we were directed to "avoid congregating in spaces, both indoors and outdoors" (A5). Without the ability to gather in person, our team had to get creative. We maximized our online presence, beginning by building an exceptional website and mapping out an engaging, virtual event schedule that utilized a range of strategies.

At the outset of our campaign, we recognized the limitations to obtaining primary research. In place of in-person polling, we seized the opportunity to design and disseminate an online survey to the campus community and beyond. As a result of extensive outreach and promotion, we received **800 responses** to this survey (A1). We also hosted three virtual focus groups – in all three, we found it easier to recruit a diverse group of participants due to the inherently increased flexibility from the virtual format (A1).

Similarly to our research efforts, we conducted outreach for events through a range of online interfaces – social media, email, the official student portal for CSULB and more (A36). Although the marketing for events, as well as the events themselves, could not be held in-person, we still experienced excellent turnout with high engagement from participants.

Other initiatives throughout our campaign were pushed through consistent messaging on our digital platforms. For example, since we were not able to solicit signatures for our civility pledge in person, we engaged our audience through both general and targeted messaging, appealing to students, faculty, local business leaders and other community members with specific appeals on social media, through email, the CSULB student portal and on other networks.

Despite the restrictions on gathering, we discovered a creative solution to conclude our campaign with a memorable, in-person event – the Caravan for Civility (A19). At this event, we were able to secure the safety of participants by encouraging everyone to remain in their vehicles while we drove from Belmont Shore to Long Beach City Hall. Participants were able to show support for our mission by decorating their vehicles with window paint, carrying balloons, holding up signs and more. This event enabled our team to work within strict health guidelines to provide a final, blowout celebration of civility, supporting our overall campaign goal with in-person engagement and abundant media coverage, therefore raising awareness and prompting discussions.

## CHALLENGES & OPPORTUNITES CONTINUED...

### *Negative/Apathetic Public Opinion of Civility*

Given the widespread contributions to incivility among our audience as was evidenced by our research, our team faced the unique challenge of educating and motivating a public that is not only unaware of the problem but is part of the problem.

Our team dedicated a large portion of CivilityLB to giving individuals the tools to convert their uncivil habits into productive strategies that contribute to a higher state of public discourse. We designed our Communication Toolbox to provide individuals with the tools needed to have productive discussions based on our research and in close consultation with Dr. Bongjoo Hwang, the director of Counseling and Psychological Services at CSULB with expertise in mediation and relationship issues (A15).

Our civility pledge (A12) was another way to interface with our audience and reinforce helpful communication strategies. Our central message was “We all have the ability to be agents of change. Pledge today for a brighter tomorrow.” Reinforcing the internal nature of incivility was critical for encouraging our audience to recognize their role in the issue and become positive forces for change.

### *Disruptive "Zoom Bombing"*

During “Real Talk” – our first major event on Feb. 17 (A17) where participants were to be matched up with strangers for a discussion of social issues – our Zoom meeting was infiltrated by several disruptive individuals who sexually harassed our host and participants. The “Zoom bombers” used racial slurs as their names and made offensive remarks for several minutes.

Our team maintained a steady approach to the event, booting the Zoom bombers and locking the meeting to prevent re-joining. We converted the hateful attacks into a learning moment for our participants and continued with the discussions.

The very next day, CivilityLB hosted a roundtable discussion with Black business leaders (A16) for a discussion on incivility in the workplace. Despite our heightened security measures, this meeting was Zoom bombed once again, this time with more even more intense racism and sexual imagery. Again, we used the incident as justification for the event and our campaign as a whole, turning the hurdle into a positive situation.

Once the events had concluded, we contacted local media for coverage. The Long Beach Post, Daily 49er and 22 West, with their combined reach of 2,101,379, covered the Zoom bombing incidents, raising awareness of CivilityLB through their expansive networks (A8-A11). With sharp reactions and strong media outreach, we converted two disturbing incidents into major breakthroughs.

### *Impacted Long Beach & Los Angeles Media Market*

With a population of 462,257, the City of Long Beach is the seventh most populated city in California and is part of the Greater Los Angeles media market, composed of over 18 million residents (A6). The endless stream of local stories, including the massive rollout of COVID-19 vaccines and fluctuating re-openings of businesses and schools, made it difficult to break into the news cycle.

## CAMPAIGN GOAL & RATIONALE

### CAMPAIGN GOAL

Our goal was to facilitate discussions among CSULB students, parents, organizational leaders and the general public on the impacts of incivility in public discourse and empower individuals to be agents of change through education and community connections.

CivilityLB  
From  
another  
point  
of view.

### RATIONALE & BRANDING

#### *From Another Point of View*

Our slogan is upside down as a representation of actively being able to see each other from another perspective regardless of race, color, national origin, religion, sex, age, or disability (A4).

# MISSION STATEMENT

CivilityLB sought to build stronger communities through conversation and connection. Listening and learning from one another is essential to mending the fractures that divide us in today's often uncivil world. We aimed to introduce healthy communication practices to help individuals with fundamental differences continue their conversations and debates in a productive and impactful way.

Our campaign was rooted in one simple concept – when we respect each other and actively see others “From Another Point of View,” we move closer to a stronger, healthier future, together.

## SECONDARY MESSAGES

### *Individual Empowerment*

Everyone has the ability to be an agent of change within our community – that's why we developed the Communication Toolbox. Equipping people with the tools to make progress in conversations is the key to transforming society for the better.

### *A Baseline of Respect*

Despite living in one of the most diverse cities in the world, we often struggle to see others' points of view. To create a civil society, these issues must be acknowledged and addressed. A culture of respect is mandatory to build a healthier, more tolerant future together.

### *Civility Starts Young*

Bias is not inherited, it is taught. Likewise, civility must be introduced at a young age. Bringing up a generation of respectful, tolerant citizens will ensure that these values are passed down across generations.

### *Organizations Play a Role*

Businesses, nonprofits and other community organizations have an obligation to improve civility. Organizations that take our Civility Pledge commit themselves to our mission – to build a brighter future, together.

# CAMPAIGN PLAN

## OBJECTIVE 1

Raise student and community awareness of the importance of civility in public discourse by earning two media placements in Long Beach media outlets that generate at least 500,000 media impressions.

**STRATEGY I** Pitch the CivilityLB campaign to traditional media outlets with content that informs and educates the community about the lack of civility in public discourse.

*Rationale: Established news outlets, such as the Long Beach Post, reach thousands of local residents every day - such coverage would drive more traffic to our platforms and boost engagement overall.*

- Develop and distribute a media kit that includes press releases, media advisories, a backgrounder and fact sheets (A7).
- Gain access to local, established media platforms, such as local news and radio stations, to gain access to their networks and earn the trust of our shared publics (A8-11).

**STRATEGY II** Host virtual and socially distant events and initiatives to generate media attention and encourage positive conversations, education and community connections.

*Rationale: Our research indicated a lack of productive discussions among individuals with differing opinions (A1). In addition to their educational value, these public events demonstrate the possibility of these dialogues and may inspire others to do the same.*

- Host three virtual panels that are open to the public featuring prominent, diverse members of our community and respected professionals to discuss the impact of incivility, inequality and corporate responsibility in the workplace, education and our community at large (A16).
- Host a “Speed Talk” event that is open to the community in which we introduce healthy communication practices using the Communication Toolbox and encourage open discussions on difficult, timely topics (A17).

## CAMPAIGN PLAN CONTINUED...

- Partner with local coffee shops who share our values for a “Pay it Forward” event to encourage acts of kindness and shopping local within our diverse community (A18).
- Attempt to host the longest caravan in Long Beach for our grand finale “Caravan for Civility” event encouraging students and local community members to meet in a safe and socially distant way to promote civility and respect in our community (A19).

## OBJECTIVE 2

Engage and educate our **five target audiences (A3)** about the impacts of incivility in public discourse and what they can do to combat it by generating 100,000 owned, paid and shared media and social media impressions and inspiring 200 people to commit to a civility pledge.

**STRATEGY I** Utilize social media to promote our key messages and encourage community connections.

*Rationale: 64.8% of our survey respondents said they currently use social media between one and four hours daily as a source of news and information (A1).*

- Create [www.CivilityLB.com](http://www.CivilityLB.com) as the hub of information for all campaign materials, resources and events (A25).
- Launch @CivilityLB on Instagram, Twitter and YouTube and use channels daily to document campaign activity, promote resources and showcase original videos such as the “What Civility Means to Me” series to drive traffic to our website (A28).
- Partner with established CSULB social media channels on Instagram, Twitter, LinkedIn and Beachboard, the school’s online teaching platform, to expand our reach (A32).
- Leverage endorsements and videos from prominent CSULB and Long Beach government officials such as CSULB President Jane Conoley, CSULB Vice President for Student Affairs Dr. Beth Lesen and Long Beach Vice Mayor Rex Richardson to promote the importance of civility (A28, A32).
- Create Instagram Live “Cooking Convos” series to generate traffic and promote healthy discussions at home (A20).

**STRATEGY II** Generate educational content for students, community members and businesses so they can implement and effective communication strategies.

*Rationale: Our research indicated notable participation in uncivil behaviors from a large portion of our audience (A1). Considering our goal of individual empowerment, it was critical to provide the tools for them to become agents of positive change.*

- Create downloadable and shareable **Communication Toolbox** to promote healthy communication practices and encourage civil dialogue between students, community members and businesses (A15).
- Present the CivilityLB campaign and related resources to classrooms to encourage healthy communication among CSULB students via the Communication Toolbox and civility pledge (A21).
- Host a digital, community-driven **Art Gallery** on the CivilityLB website where community members and CSULB students can submit artwork and poetry that represents their interpretation of civility, thereby increasing engagement and driving people to our website, increasing engagement with our civility pledge and Communication Toolbox (A31).
- Create a robust **resources page** on the CivilityLB website including curated books, podcasts, videos and original content created by CivilityLB such as recorded roundtable events, children’s worksheets and informative messaging to help educate and support our audience (A25).

**STRATEGY III** Partner with CSULB and local organizations in an effort to broaden CivilityLB’s reach and spread information about civil discourse in education and the workplace.

*Rationale: Our university has several points of contact with students – by utilizing their network, we were able to reach our core audience directly (A30). Local organizations enabled us to reach other segments of our audience in and around Long Beach.*

- Develop an email outreach campaign to encourage local PR and communications-based organizations to lead the effort of strengthening civility in public discourse (A29).
- Reach the CSULB student population by partnering with professors, university leaders and organizations such as CSULB President Jane Conoley, the Journalism and Public Relations Department, PRSSA-LB, CSULB Associated Students, Inc. (ASI) and the National Association of Black Journalists (NABJ) to build trust and spread awareness of our campaign (A30).
- Collaborate with local organizations that provide support for underserved communities in Long Beach (A30).

## CAMPAIGN PLAN CONTINUED...

**STRATEGY IV** Create a civility pledge for students, community members and professionals to commit to being agents of change for civility.

*Rationale: In addition to mentally reinforcing our audience's commitment to promoting civility, this pledge provided a constant call-to-action that drove our campaign and demonstrated the level of public support for improved civility.*

- Develop an email campaign for all student organizations and local PR agencies to encourage committing to the organizational civility pledge (A13).
- Recruit local leaders, such as CSULB President Jane Conoley, to promote the civility pledge among their audiences (A12).
- Utilize events to promote and encourage the civility pledge, including a QR code on every drink purchased during the "Pay it Forward" event that took consumers immediately to the digital pledge sign up and flyers distributed throughout the local community (A18).
- Promote a pledge week where our partners commit to promoting the pledge, including changing their social media profile pictures to the civility pledge pin (A14) and participating in an Amazon Echo giveaway.

**STRATEGY V** Provide resources to assist parents and educators in teaching kindness, respect and the importance of civility to children.

*Rationale: Our research indicated that while civility is rarely discussed between parents and children, it is a critically important time for them to learn of its importance (A1). By introducing this topic at a young age, we aimed to cultivate a generation of civil-minded individuals.*

- Develop and distribute an original children's book on the importance of civility to be donated, both physically and digitally, to local elementary schools and childcare facilities (A22).
- Upload the book for free digital download on the Amazon Bookstore for one week with all future purchases going to the CSULB Isabel Patterson Child Development Center (IPCDC) (A22).
- Record a virtual reading to be uploaded on the CivilityLB resources page and sent to local teachers to reach students and children who are unable to meet in classrooms (A25).
- Create worksheets and informational pamphlets for digital download with tools for teaching civil communication practices to children to accompany the children's book (A25).

**STRATEGY VI** Reach Spanish-speaking students, community members and businesses so they can adopt and promote effective communication strategies.

*Rationale: Data from the 2020 California Census reveals that 77.9% of Long Beach residents speak Spanish, with 42.8% identifying as Hispanic (A2). By providing full translations of our website and original content in Spanish, we ran an inclusive campaign with high engagement from the Spanish-speaking community (A2-A3).*

- Translate CivilityLB materials, including the website, brochure and the children's book, to improve engagement and accessibility for the Spanish-speaking community (A23-A24).
- Create and spread awareness through community outreach of the Spanish version of the civility pledge (A23).
- Publish social media content in Spanish to improve engagement among Spanish speakers (A23).

## EVALUATION



### OBJECTIVE 1: EXCEEDED

Raise student and community awareness of the importance of civility in public discourse by earning two media placements in Long Beach media outlets that generate at least 500,000 media impressions.

#### RESULTS

- CivilityLB secured a total of **seven media placements** covering a variety of campaign topics and events to promote the CivilityLB campaign and raise awareness of the current state of public discourse for a total of over **3.7 million earned media impressions (A35-A36)**.
  - The Grunion Gazette: 105,116 monthly page views (A9)
  - The Long Beach Post (2 articles): 3,200,000 monthly page views | Newsletter: 16,000 subscribers (A8)
  - The Daily 49er (2 articles): 70,000 monthly page views (A11)
  - Mornings on the Beach Radio Show: 400,000 listeners (A10)
- Hosted three virtual roundtable events and one virtual "Speed Talk" event (A17) with more than 100 total participants that included prominent figures such as CSULB ASI President Omar Prudencio Gonzalez, Jewish Long Beach CEO Zachary Benjamin and many other local leaders (A16). Recordings were distributed through the CivilityLB YouTube channel, website and social media channels and were sent to several organizations within CSULB such as NABJ and PRSSA-LB for further viewing (A16).

## EVALUATION CONTINUED...

- Successfully hosted two in-person events: “Pay it Forward,” where we partnered with two local coffee shops, Long Beach Coffee & Tea and Confidential Coffee, with each cup purchased having a QR code linked to the civility pledge for a total of 250 codes (A18), and the “Caravan for Civility” (A19).

## OBJECTIVE 2: EXCEEDED

Engage and educate our five target audiences about the impacts of incivility in public discourse and what they can do to combat it by generating 100,000 owned, paid and shared media and social media impressions and inspiring 200 people to commit to a civility pledge.

### RESULTS

- CivilityLB earned **526,072 total owned, paid and shared impressions** through social media and digital media channels, as well as partnerships with several community leaders and local organizations such as CSULB President Jane Conoley, LBC Resources and Beach Hillel (A30).
  - Instagram: **90,488** total impressions, including promotional post
  - Twitter: **355,999** total impressions
  - Facebook: **43,000** total impressions
  - Reddit: **32,300** total impressions
  - Beachboard: **564** impressions
  - Website: **3,182** page views
  - Linktree: **539** total views
- Reached over **200 students** through virtual classroom visits with a post-visit survey that revealed that **90% of students believed the Communication Toolbox was helpful** in teaching them to communicate more effectively. (A15).
- Exceeded our civility pledge goal by obtaining **309 individual pledges and 11 pledges on behalf of local organizations (A12, A13)**, including promoting our pledge week in which our followers committed to promoting civility by changing their social media profile pictures to the civility pledge pin (A14).
- Succeeded in our goal of reaching out to children and educators in Long Beach Unified School District by donating a total of **four printed copies of Michael and Mia Save Meanville** with accompanying educational materials to elementary schools and childcare services reaching a total of **2,483 children with additional proceeds from Amazon purchases going to the IPCDC (A22)**.
- Partnered with a local Spanish-speaking church, La Iglesia en el Camino with an audience of 4,500, to safely share our campaign during their Sunday services (A30). We received a total of over **500 page views** of the Spanish version of our website (A23).
- Inspired **19 works of art and 12 video testimonies** representing “what civility means to me” from local community members, including CSULB Vice President for Student Affairs Dr. Beth Lesen (A28).

## CONCLUSION

CivilityLB’s campaign was centered on accomplishing our client’s goals and was rooted in our primary and secondary research findings. We seized the opportunity to create an entirely virtual, community-centered initiative based on educating and empowering our audiences.

By the end of our campaign, we had **308 individual civility pledges and 11 pledges from local organizations**. We earned over **3.7 million media impressions** from local media outlets and **526,072 impressions through owned, paid and shared media**. Our online and physical resources helped our community understand the impacts of incivility and how they can contribute to a more civil tomorrow.

With high reach and engagement across our core audiences, CivilityLB was successful in promoting the value of seeing others “From Another Point of View.” Our local partnerships demonstrated the genuine interest in restoring civility in Long Beach, and we are confident that our resources will continue benefiting the public far into the future.

## BUDGET

EXPENSES		
Item		Amount
Website Domain		\$20.00
Hosting		\$26.00
Spanish Translation Children's Book		\$75.00
Instagram Promotion Post		\$30.00
Amazon Echo		\$54.74
Printing		\$43.89
Coffee		\$10
<b>TOTAL</b>	<b>\$259.63</b>	

IN-KIND DONATIONS		
Item	Amount	Sponsor
Gift Card (survey giveaway)	\$20	Ralph's
		Geragos Global Communications
Printing for Children's Book	\$200	
<b>TOTAL</b>	<b>\$220</b>	

# APPENDIX

## PRIMARY RESEARCH (A1)

### SURVEY

**Participants:** 800 CSULB students/faculty and Long Beach residents

**Method:** Online Qualtrics Survey

**Purpose:** To discover common themes about the cause of incivility in public discourse and explore its impact on the general public. We also wanted an in-depth look on social media habits to best form our online campaign.

**78.5%** of respondents believe that incivility in public discourse is a problem

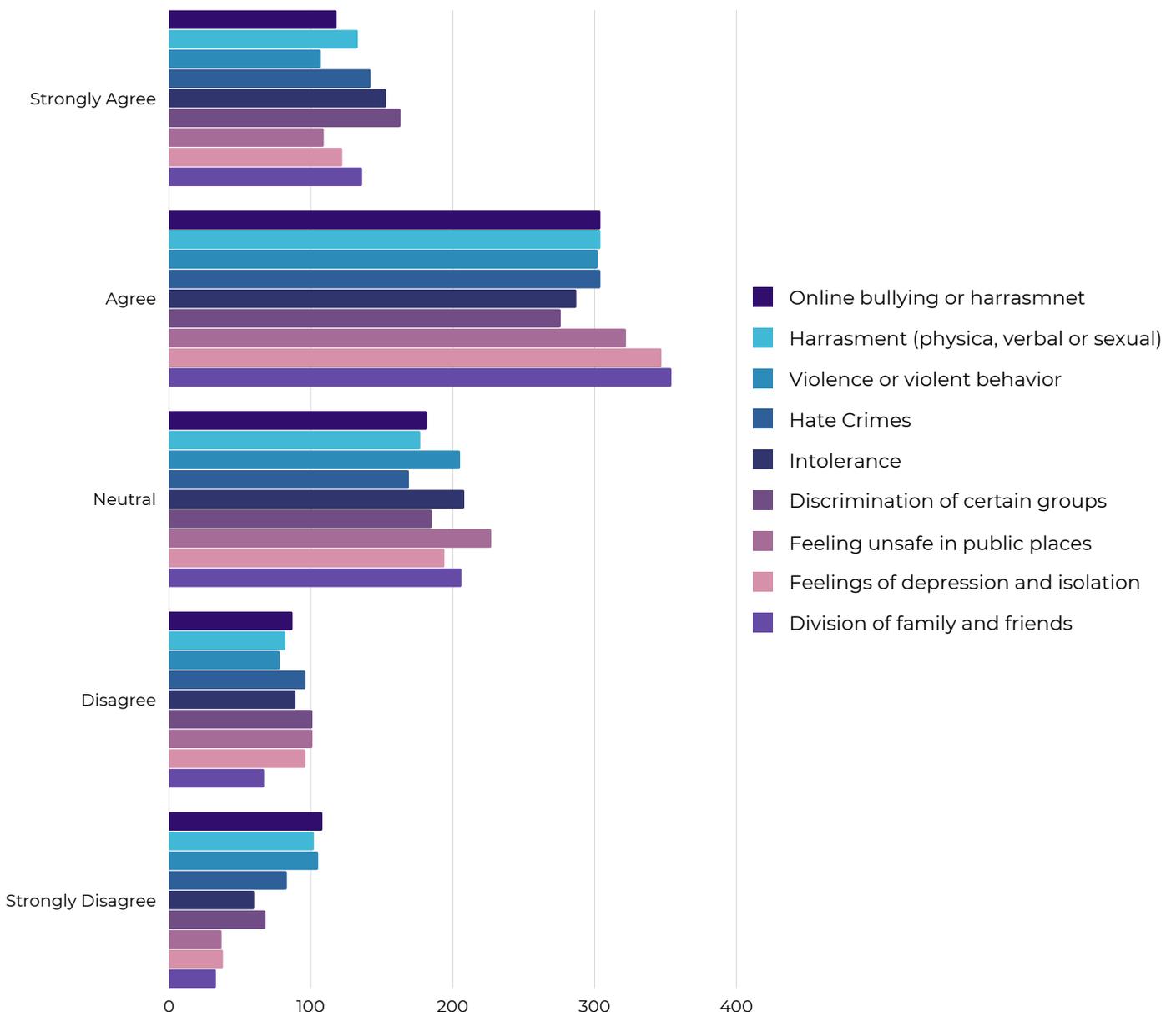
**72%** of respondents have personally experienced incivility.

**80%** of respondents have engaged in some sort of uncivil behavior.

**67%** of respondents do believe that incivility will improve in the future.

On a scale of strongly agree to strongly disagree, in the opinion of our participants:

### Incivility leads to...

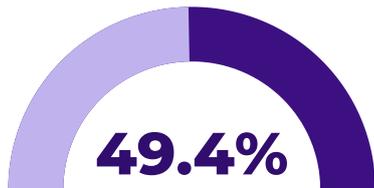


# APPENDIX

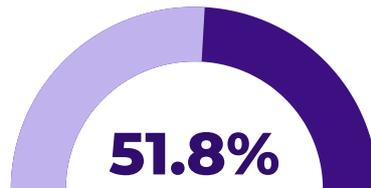
## PRIMARY RESEARCH CONTINUED...(A1)

### SURVEY

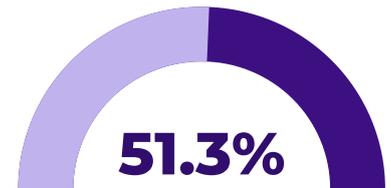
**84%** of respondents agree that the internet and social media contribute to incivility in public discourse.



Of respondents agree that their personal relationships have been negatively impacted by uncivil encounters on social media.



Of respondents agree that their mental health has been impacted by incivility on social media.

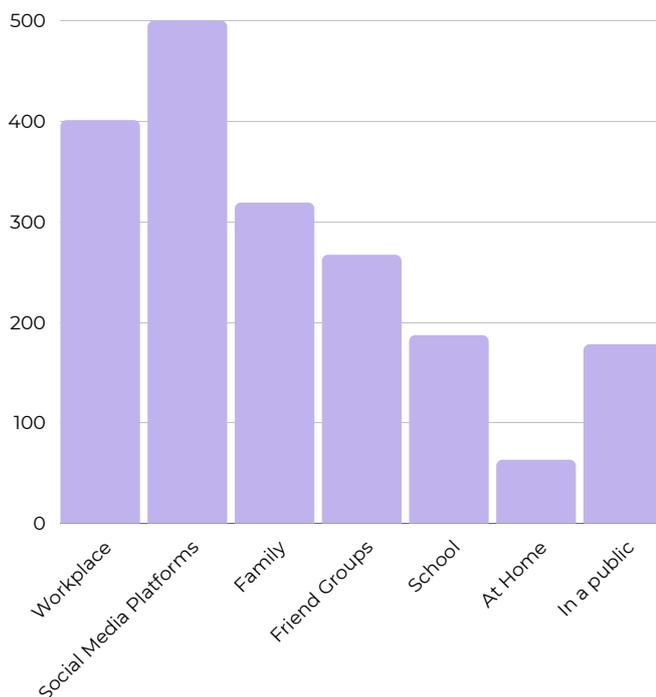


Of respondents agree that their political beliefs have contributed to uncivil discussions on social media.

**71%** of respondents spend more than one hour per day using social media.

According to respondents, the *most popular* social media platforms are Twitter and Instagram.

### "HAVE YOU EXPERIENCED INCIVILITY IN ANY OF THE FOLLOWING SETTINGS OR GROUPS?"



### TOP CAUSES OF THE GROWING INCIVILITY IN PUBLIC DISCOURSE

- 1 Social media & the Internet
- 2 The news media
- 3 Politicians

# APPENDIX

## PRIMARY RESEARCH CONTINUED...(A1)

### FOCUS GROUP HIGHLIGHTS

#### *Focus Group 1 - General Long Beach Public*

*Location: via Zoom // Date: Feb. 10, 2019 // Time: 6 p.m. // 3 total participants*

**Q: When you hear of the words “incivility” and “public discourse” what comes to mind?**

A: "Incivility is not necessarily just when people disagree. **It's when people try to provoke others into being nasty, which sours public discourse.** Incivility is not engaging with opinions - it's being rude, provoking hate, or even threatening violence."

**Q: How does hearing those words make you feel?**

A: "**Uncomfortable and nervous.** It's easy to be offensive without trying to be offensive, which makes me nervous because I'm not sure whether or not I'll be perceived as uncivil just for expressing my opinion."

**Q: Do you think social media has had an effect on the state of discourse in society?**

A: "Yes. Social media makes people more emboldened to say things since they can hide behind the screen, which allows for more incivility."

#### *Focus Group 2 - Corporate Employees*

*Location: via Zoom // Date: Feb. 11, 2019 // Time: 6 p.m. // 4 total participants*

**Q: Have you ever worked in a hostile environment? If so, how did it make you feel?**

A: "**Yes. It hurt me. It made me not want to come to work. It made me feel insecure. I should've taken action.**"

**Q: Do you feel incivility in the workplace has a negative effect on productivity?**

A: "Yes, the most important thing is that **respect needs to be number one.** Those uncomfortable situations won't occur if there is respect."

**Q: How can we improve incivility in the workplace?**

A: "With our approach. Go into an uncomfortable situation and try not to react. Instead, try looking at the bigger picture with no judgments. **Go in open-heartedly and learn.**"

#### *Focus Group 3 - Parents*

*Location: via Zoom // Date: Feb. 12, 2019 // Time: 6 p.m. // 3 total participants*

**Q: Do you teach your children about civility and discourse?**

A: "We don't usually use that word, but **we talk about being respectful.** But the concept, yes - we're huge on pleases and thank you's, which is another type of civility."

**Q: Should schools teach about incivility and social issues?**

A: "I grew up thinking that manners and civility have to start at home - that parents teach their children how to respect people, to form opinions and to be nice. **But we work all day and don't have as much time to teach all of these things, and the school is the second home.** Depends on their age and grade, but **I think it should be a team effort between parents and teachers.**"

**Q: How do you think society can change course on incivility?**

A: "At an early age we have to teach our kids that it's okay to be wrong. Lots of incivility is from people doubling down on being right instead of admitting that they're wrong. There is an ego situation that social media compounds and makes even worse. **We have to teach our children to be self-reflective.** Allow people to evolve from their past opinions."

***"Incivility is not necessarily just when people disagree. It's when people try to provoke others into being nasty, which sours public discourse."***

# APPENDIX

## SECONDARY RESEARCH (A2)

### Weber Shandwick - Civility in America 2019: Solutions for Tomorrow

- The vast majority of Americans — 93% — identify incivility as a problem, with most classifying it as a “major” problem (68%).
- 63% of Americans believe that social media causes incivility.
- “Top 10 ramifications of incivility, as identified by Americans: bullying, harassment, violence, intolerance, feeling isolated/lonely, etc.”

<https://www.webershandwick.com/wp-content/uploads/2019/06/CivilityInAmerica2019SolutionsforTomorrow.pdf>

### Promoting Prosocial Behavior and Self-Regulatory Skills in Preschool Children through a Mindfulness-Based Kindness Curriculum

- This study found that to support the development of children’s loving behavior, teachers should teach empathy, helpfulness and friendship in their curriculum. To support the development of children’s forgiving behavior, teachers can guide children to process hurt, feelings, offer and accept apologies, re-engage in talking to their peers and acting civil towards one another.
- “Overall, these results suggest that a relatively brief mindfulness-based training can enhance a range of academic and prosocial outcomes in young children.”

<https://drive.google.com/file/d/11gDpHdaukmfSYHFMM2p4E2ZGwt3QYcX6/view?usp=sharing>

### Civility vs. Incivility in Online Social Interactions: An Evolutionary Approach

- While in physical interactions people usually think twice before behaving offensively with a person who expresses an opposing view, social networking sites’ (SNS) users are likely to care less about the risk of offending others in online conversations.
- When the initial share of the population of polite users reaches a critical level, civility becomes generalized if its payoff increases more than that of incivility with the spreading of politeness in online interactions. Otherwise, the spreading of self-protective behaviors to cope with online incivility can lead the economy to non-socially optimal stationary states.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5089744/>

### Cal State Long Beach Ranks No. 4 For Campus Diversity

- “In 2019, CSULB was ranked No. 3 in the nation for the number of degrees awarded to underrepresented students by Diverse: Issues in Higher Education. The publication noted that 71% of Beach graduates identified as African American, Asian American, Hispanic, Native American or two or more races.”

<https://www.csulb.edu/news-champions-builders/article/cal-state-long-beach-ranks-no-4-for-campus-diversity>

### Bilingual Spanish Campaign PewResearch

- According to PewResearch the top state with the highest Hispanic population (2017) is California (26%), followed by Texas (19%), followed by Florida (9%).
- Los Angeles is the top U.S. metropolitan area by Hispanic population (2017) by 6 million.

<https://www.pewresearch.org/hispanic/fact-sheet/latinos-in-the-u-s-fact-sheet/>

### Many Hispanics Worried About Their Place and Have Experienced Discrimination

- About 48% of Hispanics said they have serious concerns about their place in the country according to a Pew Research Center survey of Latino adults fielded in December 2019.
- 38% of Hispanic adults said they had personally experienced discrimination in the previous year.

<https://www.pewresearch.org/fact-tank/2020/07/22/before-covid-19-many-latinos-worried-about-their-place-in-america-and-had-experienced-discrimination/>

### Americans Know There's a Civility Problem. Do They Want to Do Anything About It?

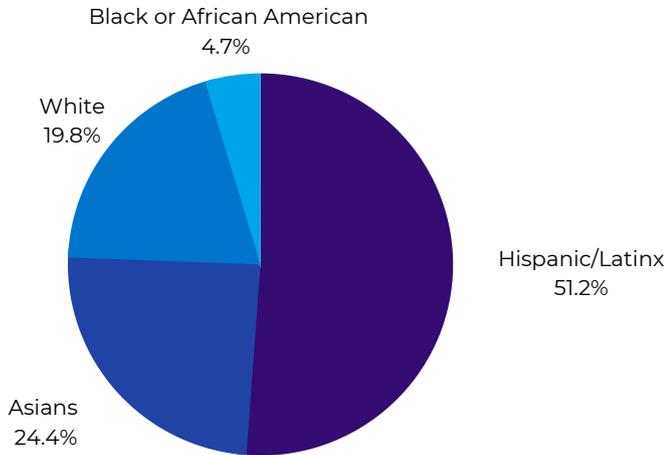
- “Civility is in decline in the United States and Americans know it, but few think they can — or want to — do anything about it.”
- “Further, they are concerned that the growing incivility in politics — the screaming, the name-calling, the social media confrontations — leads to bullying, intimidation and, worse, violence.”

<https://www.tennessean.com/story/opinion/2017/07/02/americans-know-theres-civility-problem-do-they-want-do-anything-it/436429001/>

# APPENDIX

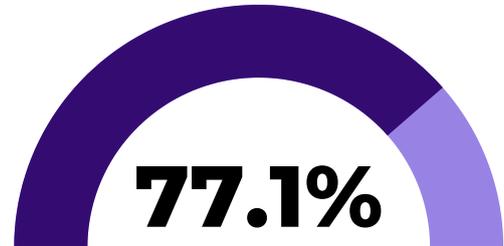
## TARGET AUDIENCES (A3)

### CSULB DEMOGRAPHICS



<https://nces.ed.gov/collegenavigator/?id=110583#enrolmt>

### SPANISH SPEAKING RESIDENTS OF LONG BEACH



Spanish is the second most language spoken after English in Long Beach, according to the California Census of 2020

<https://census.ca.gov/wp-content/uploads/sites/4/2019/06/Long-Beach.pdf>

### PARENTS, CHILDREN & EDUCATORS

**3,000** Teachers working in the Long Beach Unified School District

**70,000** Total students K-12 in the Long Beach Unified School District

<https://www.lbschools.net/district/>

<http://www.teacher.org/school-district/long-beach-unified-school-district/#:~:text=Based%20on%20recent%20publications%2C%20over%203%2C000%20teachers%20are%20employed%20at%20LBUSD.>

### LONG BEACH RESIDENTS

**60.3%** White

**41.3%** Hispanic

**16.6%** Black or African American

**16.2%** Asian

<https://www.usnews.com/news/cities/slideshows/the-10-most-racially-diverse-big-cities-in-the-the-us?slide=7>

## BRANDING (A4)

“CivilityLB” was chosen for two reasons: “Civility” represents many things, as was evidenced in our research. We embraced this subjectivity and invited our audience to question the meaning of the word, leading to more discussions of its role and importance in society.

“LB” is a common abbreviation for Long Beach, appearing on CSULB merchandise, and in several government initiatives such as “VaxLB,” our city’s COVID-19 vaccination site.

Combining “civility” with “LB” provided the perfect embodiment of our campaign - a community-centered initiative that generates broad, subjective discussions for the betterment of Long Beach.

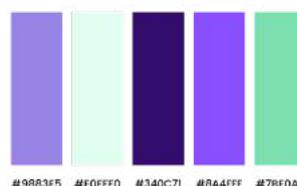
#### Fonts

Poppins Medium  
Open Sans  
Montserrat  
**Shrikhand**

#### Logo & Slogan



#### Color Palette



#### Supporting Elements



# APPENDIX

## CHALLENGES & OPPORTUNITIES (A5 & A6)

### PURPLE TIER & CSULB COVID-19 RESTRICTIONS (A5)

#### CALIFORNIA COVID-19 TIERS

Source: CA Department of Public Health

<b>TIER 1) WIDESPREAD OR PURPLE</b> <b>WHAT IT MEANS:</b> Many nonessential indoor business operations are closed <b>CRITERIA:</b> # of new daily cases: More than 7 per 100K people Positivity rate: More than 8%	<b>TIER 3) MODERATE OR ORANGE</b> <b>WHAT IT MEANS:</b> Some indoor business operations are open with modifications <b>CRITERIA:</b> # of new daily cases: 1-3.9 per 100K people Positivity rate: Between 2% and 4.9%
<b>TIER 2) SUBSTANTIAL OR RED</b> <b>WHAT IT MEANS:</b> Some nonessential indoor business operations are closed <b>CRITERIA:</b> # of new daily cases: 4-7 per 100K people Positivity rate: Between 5% and 8%	<b>TIER 4) MINIMAL OR YELLOW</b> <b>WHAT IT MEANS:</b> Most indoor business operations are open with modifications <b>CRITERIA:</b> # of new daily cases: Less than 1 per 100K people Positivity rate: Less than 2%



### IMPACTED LONG BEACH & LOS ANGELES MEDIA MARKET (A6)

#### TOP 100 MEDIA MARKETS

Each week, 93% of adults in America listen to the radio. We are here to help those people hear your news. We are an issue-driven media relations company specializing in using broadcast media techniques — from radio media tours and satellite media tours to audio news releases and public service announcements — to earn media placements for associations, non-profits, government agencies, and clients of public relations firms. Our content website, [Broadcast News Resource](#), provides daily content to journalists across the country. Below you will find the top 100 DMAs, according to Nielsen.

Rank	DMA Name
1	New York, NY
2	Los Angeles, CA
3	Chicago, IL

<https://newsgeneration.com/broadcast-resources/top-100-radio-markets/>

California State University, Long Beach is instituting social distancing guidelines for all registered students, to help reduce the risk of transmission. All students will be required to follow these guidelines.

What is social distancing or physical distancing?

It means staying home, avoiding crowds, and staying at least 6 feet away from others whenever possible per LA County Public Health mandates.

- Maintain six (6) feet of physical (social) distancing at all times on campus, whether indoors or outdoors.
- Follow all University directives in regard to seating and campus property.
- Avoid any crowds and places where a lot of people are together.
- If in-person interaction is unavoidable, the interaction should be for a minimum period of time, in a large area room and individuals should maintain at least six feet of separation from each other.
- Wear a cloth face covering. Make sure to use it properly - see the [CSULB face covering policy](#) for more information.
- Avoid congregating in spaces, both indoors and outdoors.
- No loitering in indoor or outdoor spaces.
- Large venues and events are not to be scheduled due to the current mandated social distancing requirements.
  - No in person student organization events should take place as current county guidelines state that all public and private gatherings of any number of people occurring outside a single household are prohibited.
  - No in person events/gatherings/meetings are permitted on campus through January 1, 2021 (this date is subject to change).
- Residential students should refer to their Housing Agreement for further guidance on common areas and living spaces within the residence halls.
- All students and student organizations must adhere to published CSULB policies and regulations, local and state, and other applicable regulations, guidelines, laws and orders, as they will be treated as an expectation of the Standards for Student Conduct. Lack of compliance with this policy may be referred to the Office of Student Conduct and

# APPENDIX

## MEDIA KIT (A7)



### BACKGROUND

**CIVILITYLB**

CivilityLB is a month-long educational campaign out of California State University, Long Beach that aims to raise awareness as well as improve incivility in public discourse, the workplace, and in Long Beach. CivilityLB is part of the 2021 [Bateman Case Study Competition](#), hosted by the Public Relations Student Society of America.

The team consists of five California State University, Long Beach students: Samantha Troisi (team leader), Shari Crooks (media relations director), Alyssa Canales (creative director), David Rowe (communications director) and Giselle Ormeno (social media manager).

CivilityLB seeks to build stronger communities through conversation and connection. Listening and learning from one another is essential to mending the fractures that divide us in today's often uncivil world. We aim to introduce healthy communication practices to help individuals with fundamental differences continue their conversations and debates in a productive and impactful way.

**When we respect each other and actively see others "From Another Point of View," we move closer to a stronger, healthier future, together.**

The campaign will run from February 8, 2021 to March 8, 2021.

Find out more at: [CivilityLB.com](http://CivilityLB.com) or check out our Instagram and Twitter [@CivilityLB](#)

**THE PROBLEM**

Civil discourse is in a state of crisis. According to Weber Shandwick, Powell Tate and KRC Research found that 93% of people believed incivility was a problem in 2019, with 63% describing it as a "major problem."

Civil behavior requires respect and constructive communication regardless of our differences and disagreements. Civility is a constant commitment, whether online, in government or with our very own family and friends, healthy civil discourse is the key to fostering a greater and more inclusive society.

[CLICK HERE](#)



**Media Contact:** Shari Crooks  
**Phone:** (562) 984-4111  
**Email:** [CivilityLB@gmail.com](mailto:CivilityLB@gmail.com)

FOR IMMEDIATE RELEASE

### TEAM OF STUDENTS ON A MISSION TO IMPROVE CIVILITY IN LONG BEACH

*The members of CivilityLB are hosting events designed to unite the community*

**LONG BEACH, Feb. 16, 2021** – As a result of the ongoing acts of incivility in the nation, five California State University, Long Beach students have banded together to help tackle incivility in Long Beach. CivilityLB is a month-long campaign dedicated to fighting incivility in public discourse, society and the workforce. The campaign, which is set to end on March 8, 2021, will feature virtual and local events designed to restore civility, change perceptions, promote healthy communication habits and bring a sense of community back to the city.

From attempting to set a city record for Long Beach's longest car caravan, to teaming up with local restaurants in the midst of a pandemic to help revive the community, CivilityLB strives to uplift everyone in society. The team is even writing and self-publishing a children's book to empower Long Beach's youth and encourage community civility. Inspired by the artwork around Downtown Long Beach, CivilityLB is also calling for local artists to submit their works of art about civility to be displayed at their virtual art exhibit. CivilityLB's kick-off events will be Speed Talking on Wednesday, Feb. 17, 2021 at 6 p.m. and a virtual Black History Month round table that digs deep into racial incivilities in Corporate America on Thursday, Feb. 18, 2021 at 6 p.m.

"I felt moved to join this campaign because I see the negative ways we interact with one another in today's society, and I can't help but feel disappointed," said Samantha Troisi, team leader of CivilityLB. "Standing idly by is no longer an option. I know that if we bring the community together and teach everyone to look at things from another point of view, we can really make a difference."

According to Weber Shandwick, in partnership with Powell Tate and KRC Research, 93% of Americans identify incivility as a major problem in society. They've found that most people experience incivility through bullying, harassment, violence and intolerance, and often feel isolated or lonely because of it. CivilityLB saw this as an opportunity to impact society in a positive way.

[CLICK HERE](#)



### MEDIA ALERT

FOR IMMEDIATE RELEASE  
Tuesday, Feb. 16, 2021

**Media Contact**  
Shari Crooks  
Phone: (562) 984-4111  
Email: [CivilityLB@gmail.com](mailto:CivilityLB@gmail.com)

#### Students strive to connect Long Beach residents through intense conversations

*CivilityLB to host a virtual speed-talking event to promote healthy dialogue between strangers*

**WHAT:** As incivility in public discourse and society continue to rise, CivilityLB is dedicated to improving the way we interact with one another. In an effort to break down communication barriers and connect the community, CivilityLB will be hosting a virtual speed-talking event. In a time where most people feel alone and unheard, this is an opportunity to discuss opinions in a safe space, socialize, grow and make connections.

Similar to the concept of speed dating/speed friending, participants will have seven minutes to intimately discuss a pressing social issue with a stranger. Once that time is up, a rotation will occur and the participant will be paired with a new stranger to discuss another social issue. CivilityLB aims to show participants that regardless of how tough the conversation is, they can engage in civil discussions with strangers, even if they disagree with their viewpoints.

**WHO:** CivilityLB (<https://www.civilitylb.com>)

**WHEN:** Wednesday, Feb. 17, 2021 at 6 p.m. PST

**WHERE:** Zoom  
<https://us03b.zoom.us/j/9853851129895>  
Meeting ID: 836 5112 9895

**ABOUT CivilityLB**

CivilityLB is an educational campaign out of California State University, Long Beach that aims to raise awareness as well as improve incivility in public discourse and Long Beach.

CivilityLB is part of the 2021 [Bateman Case Study Competition](#), hosted by the Public Relations Student Society of America. The Bateman competition gives students the opportunity to research, plan and implement a campaign for a non-profit client. This year's client is the [Public Relations Society of America](#).

###

For more information about our community events please check out our:  
Website: [www.civilitylb.com](http://www.civilitylb.com) Instagram: [CivilityLB](#) Twitter: [CivilityLB](#)

[CLICK HERE](#)



### CivilityLB

#### Incivility's Impact on Society

93%

Recent survey shows that 93% of Americans feel that society is incivility in society.

“  
“Fast to get ‘relaxing’ yet when people disagree, it’s the people that get more aggressive and hostile, and people are afraid to speak up.”  
— Shari Crooks, Media Relations Director of CivilityLB

Local media and the internet are thought to be leading contributors to incivility in public discourse.

89% Americans identify incivility as a problem in the workplace

60% People say incivility causes disunity between family and friends

50% People feel incivility has impacted their mental health in a negative way

CivilityLB seeks to build stronger communities through conversation and connection. Listening and learning from one another is essential to mending the fractures that divide us in today's often uncivil world. We aim to introduce healthy communication practices to help individuals with fundamental differences continue their conversations and debates in a productive and impactful way.

Our campaign is rooted in one simple concept: when we respect each other and actively see others "From Another Point of View," we move closer to a stronger, healthier future, together.

For more information, visit [www.civilitylb.com](http://www.civilitylb.com).

[CLICK HERE](#)

# APPENDIX

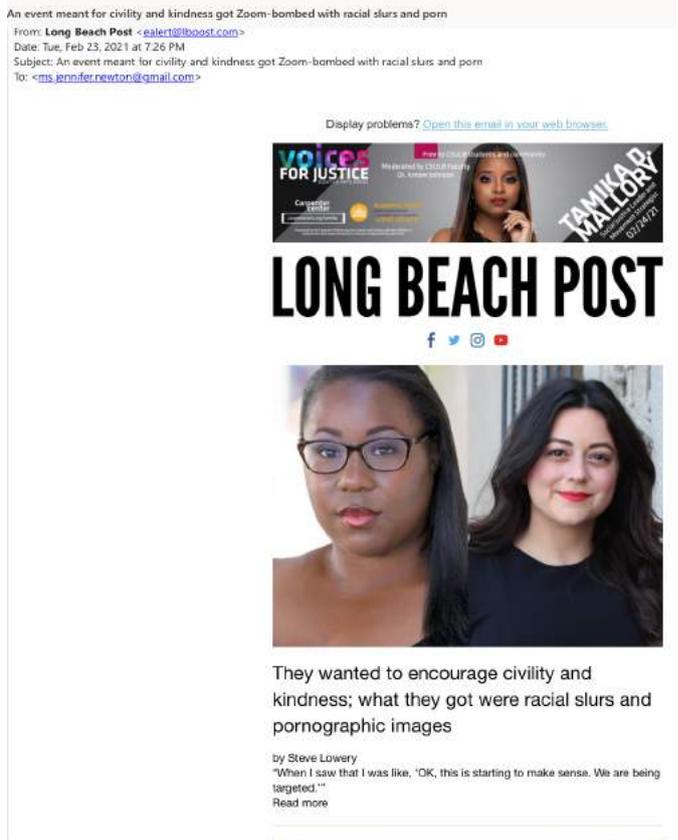
## MEDIA MENTIONS (A8 - A11)

### THE LONG BEACH POST (A8)

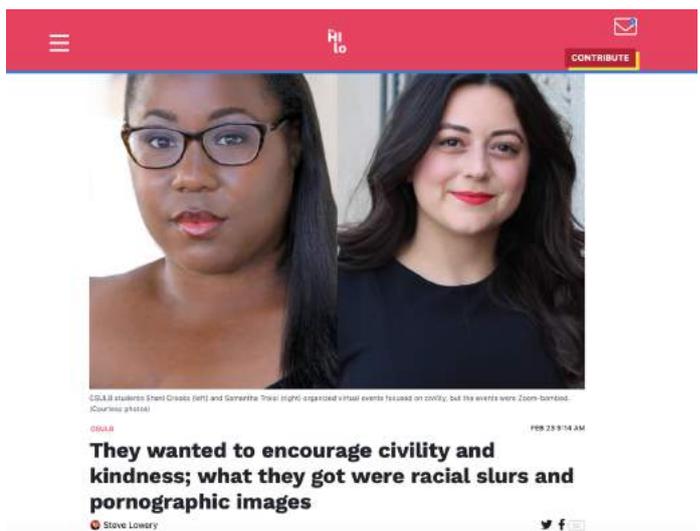
Founded in 2007, The Long Beach Post is a daily, digital publication covering local news, life, business, sports, real-estate, placemaking, arts & culture, LGBTQ+ issues and food. As Long Beach's most read source for local news, the publication gets 1.6 million page views per month and has a cumulative 197,000 social media followers. Specifically, their Twitter account has 57,900 followers and their Facebook page has 54,539 followers.

The Long Beach Post wrote two stories about CivilityLB that was featured in The Hilo, the publication's art and culture section. The first article, "Can speed dating and Zoom save America? CSULB students aim to bring back civility this evening," was published on Feb. 17 and received over 10,000 clicks and was shared 217 times on Facebook. This story was also shared on their Twitter and Facebook pages.

The second Long Beach Post article, "They wanted to encourage civility and kindness; what they got were racial slurs and pornographic images," was published on Feb. 24 on their website, was also the front page and headline story for their eAlert newsletter that is distributed to 16,000 subscribers. These placements got a total of 3,216,000 media impressions and 112,439 social media impressions.



[CLICK HERE TO READ](#)



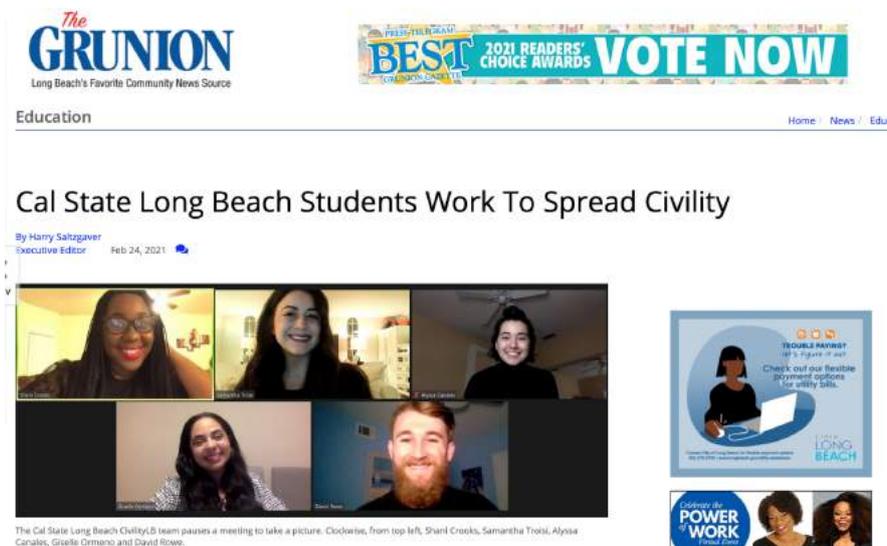
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# APPENDIX

## MEDIA MENTIONS CONTINUED...(A8 - A11)

### THE GRUNION GAZETTE (A9)

The Grunion Gazette is an award-winning publication that has served the Long Beach public since 1978. The Grunion Gazette has won a variety of awards at the California News Publishers Association's statewide better newspapers contest. The publication specializes in both print and digital distribution. The Grunion Gazette gets 105,116 monthly page views and has a print reach of 213,385. Their story on our campaign, "Cal State Long Beach Students Work To Spread Civility," was published on Feb. 24 and was written by Harry Saltzgaver, the publication's executive editor.



[CLICK HERE TO READ](#)

### 22 WEST MEDIA (A10)

Airing Monday to Friday from 8 to 9 a.m. PST, "Mornings On The Beach" is CSULB's morning radio show hosted by 22 West Radio, 88.1 FM HD3. Produced LIVE Monday – Friday at 8 a.m., Co-hosts Danny Lemos, Charley Sharp and a round table of students catch you up on the headlines both on and off the internet. Each morning includes Jeff Kaufman hosting "Hi-Definition News" with a special focus on Long Beach State and the local beach communities. "Mornings on the Beach" is streamed and hosted on several online radio platforms like Long Beach, 99.1 FM KLBP/Long Beach, BPM Beats1.com and LARadioStudio.com with a reach of 400,000. CivilityLB joined for an hour-long segment discussing the importance of civility and the impact it has on the local community.



[CLICK HERE TO LISTEN](#)

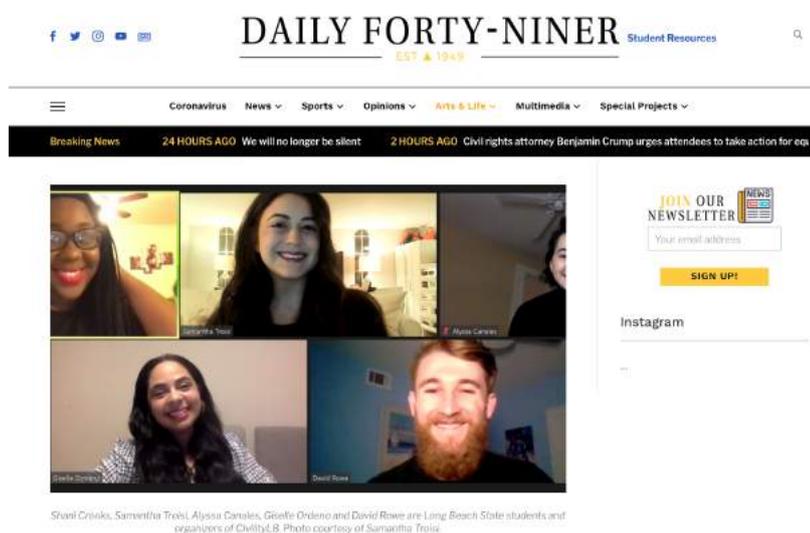
# APPENDIX

## MEDIA MENTIONS CONTINUED...(A8 - A11)

### DAILY FORTY-NINER (A11)

The Daily Forty-Niner is the longest-running student news publication at CSULB with a reach of 38,000 students and 35,000 unique monthly viewers. With several awards from the California College Media Association and other media organizations, this publication is a well-trusted source of information on CSULB news, sports, arts and life, opinions and more among CSULB students, staff and faculty and Long Beach residents alike.

The Daily Forty-Niner published two articles covering CivilityLB. The first, "Respect, communication and different perspectives: CivilityLB starts a conversation for a healthier society," was published on March 2 and the second, "IN PHOTOS: Students 'caravan for civility' in Downtown Long Beach," was published on March 6. Both stories were featured on the publication's social media outlets such as Instagram and Twitter. Because of this, we had a total 70,000 media impressions and 24,502 social media impressions.



#### ARTS & LIFE FEATURES

### Respect, communication and different perspectives: CivilityLB starts a conversation for a healthier society

by Paris Barraza — on March 2, 2021

[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)

# APPENDIX

## PLEDGES (A12 & A13)

### INDIVIDUAL PLEDGE (A12)

To engage a variety of local publics, including Spanish-speaking communities, we created and promoted a civility pledge in both English and Spanish. Individuals who signed affirm their commitment to act civilly by making a genuine effort to understand others' points of view and being respectful regardless of differences of opinions or beliefs. As a reward for signing our pledge, participants were gifted with a downloadable pledge pin. 309 individuals across Long Beach and the greater Los Angeles area signed the pledge including the vice mayor of Long Beach, Rex Richardson.

#### Today I pledge to:

- Be respectful of others regardless of a difference of opinion or beliefs.
- Take the time to listen and learn from others who may be different than me.
- Attempt to understand others' points of view.
- Only use factual and accurate statements when debating my position.
- Refrain from attacking others and remain calm when we disagree.
- Hold others accountable when they are not acting civilly or respectfully.
- Act with kindness when engaging with others online and in-person.
- Encourage healthy debates and the expression of different opinions.
- Focus on our commonalities instead of our differences.



### CORPORATE PLEDGE (A13)

Because incivility can have long-lasting negative effects on the workplace, we created a civility pledge specifically catered to public relations agencies and other organizations and businesses. Eleven local organizations, such as the Black Public Relations Society of Los Angeles (BPRSLA), signed the pledge and committed to promoting respect for employees regardless of differences of opinion or beliefs, encouraging their publics and employees to listen and learn from others who may be different from them and encouraging kindness in the workplace.

#### Today I pledge my organization to:

- Promote respect for employees regardless of a difference of opinion or beliefs.
- Encourage our publics and employees to listen and learn from others who may be different from them.
- Understand the importance of having diversity of opinions in the workplace.
- Only spread factual and/or evidence-based information.
- Be tolerant of legitimate viewpoints that run contrary to our values.
- Hold our employees accountable when they are not acting civilly or respectfully.
- Promote diversity and inclusion in the workplace.
- Act with kindness when engaging with others online and in-person on behalf of our organization.
- Encourage open discussions and the expression of different opinions in the workplace.
- Emphasize commonalities instead of differences among employees.

## ORGANIZATIONS COMMITTED TO THE CIVILITY PLEDGE



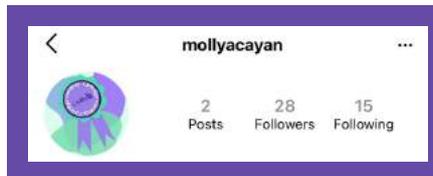
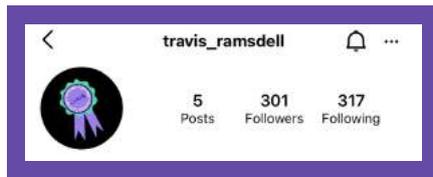
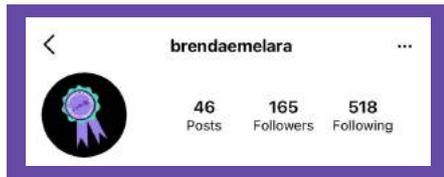
# APPENDIX



lup.eh  
1 Post 183 Followers 770 Following

## PLEDGE WEEK (A14)

To drive traffic back to the CivilityLB website and to promote our civility pledge, we created "Pledge Week." Pledge Week encouraged Long Beach residents to be their own agents of change and to commit to better communication practices. We asked everyone to sign our civility pledge - upon signing, they were encouraged to download the civility pin. We then encouraged them to change their social media profile pictures to the civility pledge pin to raise awareness of our campaign among their networks.



# APPENDIX

## COMMUNICATION TOOLBOX (A15)

As part of our efforts to provide individuals with the tools to engage in healthy public discourse, we designed and distributed our Communication Toolbox based on our research and collaboration with communication experts like Dr. Bongjoo Hwang, the director of Counseling and Psychological Services at CSULB, who specializes in mediation and relationship issues.

The Communication Toolbox was used as a point of discussion and educational tool throughout our entire campaign from social media and events to classroom visit tutorials.

[CLICK HERE TO VIEW OUR COMMUNICATION TOOLBOX](#)



**03** Identify boundaries and set a clear goal.

**04** Find points of agreement.

**05 & 06** Define your terminology. Avoid fact-checking during the discussion.

**07** Stay on topic.

**01** Make sure the setting is right.

**02** Approach the conversation with optimism and an open mind.

**Communication Toolbox**  
CSULB 2021 Bateman Team

The purpose of this toolbox is to provide you with strategies to avoid incivility and make progress in conversations, particularly at points of disagreement. By reviewing these suggestions regularly, especially when conflicts emerge, you have the power to turn an unproductive argument into a constructive conversation.

See the next page for an example of the toolbox in use.

- Make sure the setting is right.
  - Having a productive conversation depends largely on the time and place. If you are not in a mutually comfortable environment where you can directly engage with the other party, tell the other party that you would prefer to talk another time.
- Approach the conversation with optimism and an open mind.
  - Remember that the other party is human and likely faces challenges similar to your own. Assume that their motivations are good. Be prepared to listen and genuinely consider their arguments.
- Identify boundaries and set a clear goal.
  - To keep the conversation focused, inform the other party of the topics you would prefer not to discuss. Mentally note an overall goal to help direct your opinions throughout the discussion. An example of a goal may be, "I would like to help this person understand my reason for believing x," or "I would like to understand this person's perspective on x." A radical change in opinion may be unrealistic, but sharing perspectives is a large accomplishment on its own.

- Find points of agreement.
  - Beginning the discussion with commonalities is an excellent way to build trust before heading into controversial issues. Even the most basic commonalities, such as music tastes or hobbies, will improve the chances that both parties will sympathize and/or relate to each other.
- Define your terminology.
  - Before engaging on topics related to political terms or phrases such as "Defund the Police," or "All Lives Matter," explain what they mean in your own words. Many disagreements can be boiled down to verbiage, while the underlying policy may be a point of agreement.
- Avoid fact-checking during the discussion.
  - While it may be tempting to bring outside sources into a factual dispute, remember that the other party is not inclined to find your sources credible. Whenever possible, try to reinforce points of agreement before engaging in fact-checking. Building credibility through other topics may increase the chances that they will trust your sources further down the line.
- Stay on topic.
  - It may be tempting to launch into a new topic based on even a single statement uttered by the other party. If you feel the conversation diverting into an entirely unrelated area, acknowledge the diversion and bring the focus back to the original point of the discussion.

**Toolbox in Use**

EXAMPLE SCENARIO: At a holiday gathering with your family, your cousin makes a claim that you strongly disagree with. As the conversation progresses, they continue to make offensive claims using unreliable evidence. By following the Communication Toolbox, you:

- Make sure the setting is right.
  - You acknowledge that having an argument in the middle of your party might not be effective, so you wait for a better time to discuss your disagreement. When the moment arrives, you...
- Approach the conversation with optimism and an open mind.
  - You remind yourself of the struggles your cousin faces, no matter the size of scope. Additionally, you acknowledge that there are several topics you likely agree on. With this understanding, you can open your mind to their point of view. Next, you...
- Identify boundaries and set a clear goal.
  - By informing your cousin of the topics that you would prefer not to discuss, you keep the conversation focused. Internally, you decide on an overall goal - to hear out your cousin in order to understand the root of the offensive belief they expressed earlier. While this goal may seem unproductive, it is essential in building trust between you and your cousin should you choose to discuss this again. With boundaries and goals decided, you...

- Find points of agreement.
  - By starting with commonalities, you set the grounds for mutual understandings on more contentious issues. You bring up recent news that you can both relate to, a government decision you both disagree with and other, more light-hearted points of agreement. The trust continues to grow as you move on to the main topic - but first, you...
- Define your terminology.
  - You bring up the political taglines employed by each side of this issue - such as "Defund the Police," or "All Lives Matter" - and give your perspective on what each of them mean to you, inviting your cousin to provide their own description. Without diving into branching arguments, you try to find points of agreement based on your new understanding of these phrases as it relates to actual policy. Suddenly, your cousin brings up another piece of evidence you know to be false - BUT, you...
- Avoid fact-checking during the discussion.
  - No matter how easy it may be to take out your phone and disprove your cousin, you recognize that they may not find your source credible. Even if they do, fact-checking in the middle of a one-on-one debate may lead to embarrassment rather than growth. You decide to save it for later and state clearly that you have a different understanding of that particular issue, making sure to...

- Stay on topic.
  - Throughout the course of the conversation, you work hard to keep yourself from drifting into the multitude of other issues that you disagree on. At the same time, you keep your cousin from changing the course of the conversation by reminding them of the original topic whenever necessary. By the end of the discussion, you have completed your goal of understanding why your cousin said what they said at the family gathering.

Even if an agreement is never reached on the main topic, take pride in your ability to hear out your cousin and provide your own perspective where appropriate. Hopefully, your cousin feels comfortable opening up to you in the future, creating endless possibilities for difficult discussions where you can grow together.

Remember - by engaging in these dialogues, you are helping to build a brighter future for all of us.

# APPENDIX

## ROUND TABLES (A16)

### BLACK HISTORY MONTH ROUND TABLE

[CLICK HERE TO WATCH THE FULL VIDEO](#)

We partnered with the National Association for Black Journalists (NABJ) and the CSULB Africana Studies Department to host a Black History Month roundtable discussion. The panel consisted of five prominent Black female professionals who work in public relations, media production and local government. The panel featured Vice President of the Black Public Relations Society of Los Angeles (BPRS-LA) and Los Angeles County Commissioner Tonya McKenzie, former Managing Public Relations Director of AMW Group Keetria Garner Chambers, CEO of Bonner Communications Noelle Bonner, the first Haitian-American City Manager of North Miami Theresa Therilus and CEO of Seven Hillz Productions Breion Moses. The panel discussed civility in the workplace as it pertains to race, ways Black professionals can overcome incivility, how a lack of diversity has influenced workplace civility and ways civility can improve in the workplace for minority groups.

### DIVERSITY ROUND TABLE

[CLICK HERE TO WATCH THE FULL VIDEO](#)

As part of our roundtable series, we hosted four panelists with unique perspectives to discuss the causes, impacts and future of incivility. The panel featured Associated Students, Inc. President Omar Prudencio Gonzalez, the head of student government at CSULB. Each of our panelists were selected for their complex backgrounds and intersectional identities, all of which were highlighted throughout the event. We promoted our civility pledge throughout the event to gain more signatories. Audience participation was high, with a thought-provoking Q&A section that concluded the event.

### CORPORATE ROUND TABLE

[CLICK HERE TO WATCH THE FULL VIDEO](#)

Considering the influence of organizations and corporations on shaping public conversations, we found it necessary to host a roundtable with public relations and communications specialists, as well as leaders of local organizations, to discuss corporate responsibility in promoting civility. The event featured OC PRSA Member and Founder of Natasha Dressler PR Natasha Dressler, Jewish Long Beach Chief Executive Officer Zachary Benjamin, Associated Students, Inc. Marketing Manager Aaron Elimelech. The contents of our discussion benefited greatly from the diversity of ideas and values among our panelists, with differences of opinion being used to showcase the advantages of finding points of commonality and agreeing to disagree. We also discussed our organizational civility pledge and reinforced the importance of working within an organization to encourage positive discussions for a more civil world.



# APPENDIX

## SPEED TALKING (A17)

This public event was part of our efforts to introduce healthy communication practices using the Communication Toolbox and encourage open discussion and debate on difficult and timely topics. Originally designed as a speed-dating or speed-friending style event, participants were to be placed in breakout rooms with a stranger and were given seven minutes to intimately discuss a specific social topic. Once the time was up, a rotation occurred and the participant was paired with a new stranger to discuss another social topic. Our aim was to empower our audience to have productive, complicated conversations, attempt to see things from another point of view and carry the lessons learned from the Communication Toolbox with them in future conversations.



### Prepare for Speed Talking!

- 1 Visit [www.civilitylb.com](http://www.civilitylb.com) to download the Communication Toolbox to help guide you through your speed talks! Read through them before you begin.
- 2 If you feel as though you need help getting your conversation back on track, click for help and a moderator will join your room to help guide you back!
- 3 If you feel uncomfortable at any point, please feel free to immediately rejoin the main room where a moderator will be waiting.
- 4 Remember to listen. This is an exercise in sharing ideas and opinions on difficult subjects in a respectful way.



### Topic #1 Colin Kaepernick & The NFL

Each week during the football season, the "Monday Night Football" broadcast highlighted an NFL trailblazer whose actions brought change to the league and world. In December, Colin Kaepernick was selected for the honor.

However, Kaepernick has been unsigned since he started kneeling during the national anthem in 2016 to protest police brutality and systemic racism despite his efforts to rejoin the league. The NFL later apologized in 2020 after nationwide protests supporting the Black Lives Matter movement.

#### Discussion Questions

How do you think the NFL handled the situation with Colin Kaepernick in 2016?

How do you feel about the NFL's shift to supporting Kaepernick's efforts post the recent BLM movement?

### Topic #3 Cancel Culture & The Bachelor

The Bachelor host Chris Harrison is being "canceled" after defending the current season's frontrunner, Rachael Kirkconnell, who has come under scrutiny for photos that have surfaced from her past on social media. Kirkconnell came under fire for several incidents of racially insensitive behavior, including a college photo in which she attended a plantation-themed party in antebellum garb and was the subject of a viral TikTok, claiming to show her liking posts with the Confederate flag and sharing QAnon conspiracy theories.

Harrison asked for "grace" for the shamed contestant and stated, "Well, is it a good look in 2018, or is it not a good look in 2021? Because there's a big difference."

"Cancel culture" refers to the practice of withdrawing support or culturally shaming a celebrity or prominent figure from having a public platform or career.

#### Discussion Questions

What do you think about "cancel culture?" Does canceling someone actually work?

What do you think of Harrison's reasoning for his statements? Should he be canceled?

### Topic #2 Local Grocery Stores & Hero Pay

Kroger recently announced the upcoming closure of two Long Beach grocery stores following the city's "hero pay" mandate, which requires local grocers to pay employees an extra \$4 per hour. Kroger claims these stores were already struggling and would not survive a pay increase.

Long Beach officials argue that grocers are making "record profits" and have threatened legal action while advocating for "more control and freedom" in the way Long Beach residents "access the food in their community."

#### Discussion Questions

What do you think about the "hero pay" mandate and is it good for the community?

How should the grocery store issue be resolved?

### Topic #4 Get to Know the person behind the point of view

#### Discussion Questions

What is something people don't know about you just by looking at you? Why do you think that is?

What are you most passionate about?

Why is civility important to you?



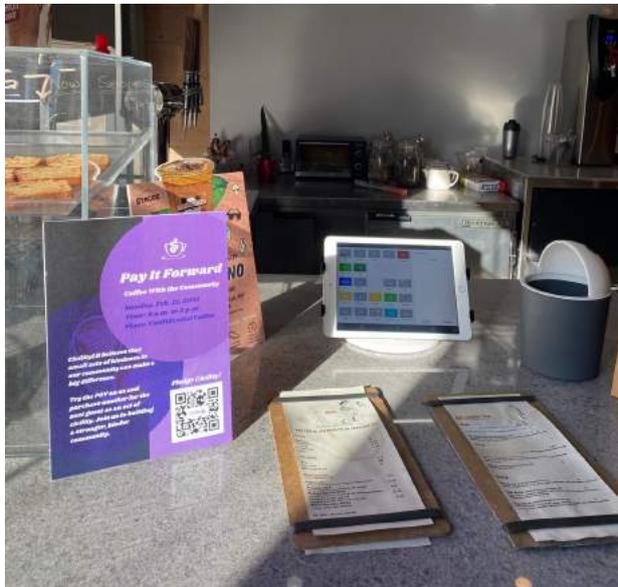
# APPENDIX

## PAY IT FORWARD (A18)

In the midst of a global pandemic, where small businesses are closing at an alarming rate, our team found a way to host a socially-distant event to promote civility, drive traffic to our website and help out struggling businesses. What better to bring people together than a cup of coffee?

In partnership with two staple coffee shops in Long Beach, CivilityLB's Pay It Forward event highlighted the importance of civility and supporting local businesses. CivilityLB chose to work with shops that had the most societal impact and whose missions were closely aligned with ours. From donating and supporting veterans and the LGBTQ+ community, to even providing free food and coffee to the homeless, Long Beach Coffee & Tea is a shop dedicated to improving Long Beach. Confidential Coffee, is a minority- and woman-owned business.

For one day, these shops named a special drink after us, the "POV by CivilityLB," which we initially purchased for the following customer, starting a chain of charity for customers throughout the day who would pay for the next customer's drink. We printed 250 stickers and placed them on the coffee cups of those who "paid it forward". The stickers as well as counter-top signs contained QR codes that linked to our website and our civility pledge.



# APPENDIX



## CARAVAN (A19)

During the times of COVID-19, many people across the country have turned to car caravans to celebrate and protest. CivilityLB is no exception. Caravans are safe, socially distant and fun ways to gather during a pandemic. We hosted a "Caravan for Civility" to bring the community together and attempt to break a world record for Long Beach's longest car caravan.

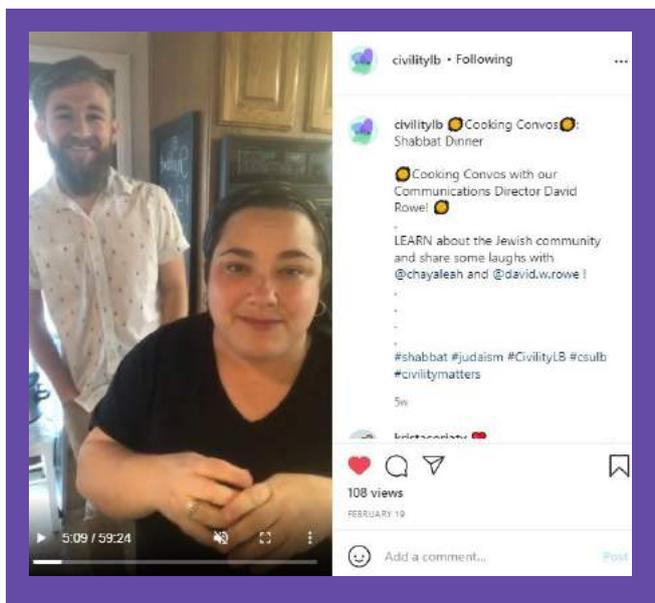
It didn't matter what people's political, social or religious views were - everyone was encouraged to participate. Many community organizations and members joined the caravan, such as LBC Resources and Claudia Ilcken, a mother whose son was a victim of incivility from his classmates and police just the day before. The caravan drove four miles, from the beach community Belmont Shore to Long Beach's City Hall downtown, honking and raising awareness of civility along the way.



# APPENDIX

## COOKING CONVOS (A20)

Our research showed that while interpersonal relationships are heavily impacted by incivility, cooking with loved ones provides opportunities to come together, strengthen ties and build better relationships. By hosting three Instagram Live events in which members of our team cooked with close friends and families, we promoted positive interpersonal activities with an emphasis on healthy, civil conversations.



### COOKING CONVOS WITH DAVID

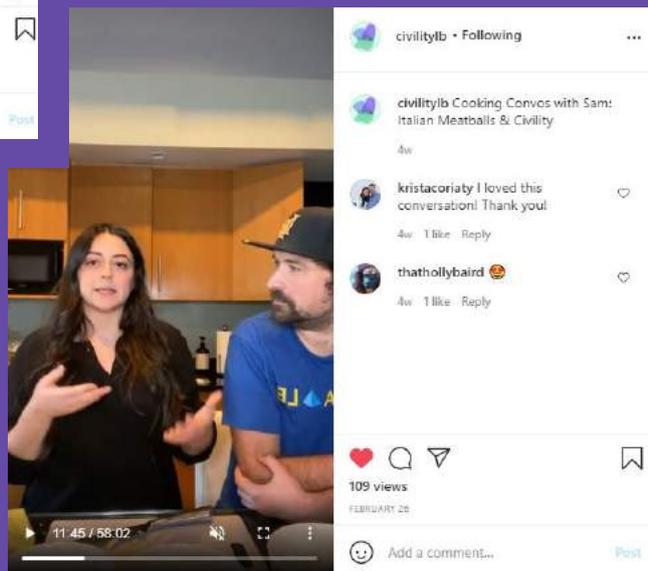
[CLICK HERE TO WATCH VIDEO](#)

David and close friend ChayaLeah whipped up a few traditional Shabbat dishes while discussing incivility toward the Jewish community and how community outreach makes all the difference.

### COOKING CONVOS WITH SAM

[CLICK HERE TO WATCH VIDEO](#)

Samantha and her husband Sean discussed how to apply the Communication Toolbox to difficult family conversations while rolling meatballs for dinner.



### COOKING CONVOS WITH ALYSSA

[CLICK HERE TO WATCH VIDEO](#)

Alyssa and her mom Patty discussed incivility in the workplace and the many microaggressions women face everyday while snacking on guacamole.

# APPENDIX

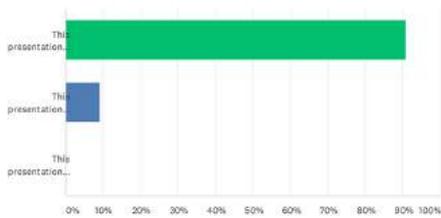
## CLASSROOM VISITS (A21)

CivilityLB visited a total of 11 classrooms via Zoom, reaching more than 220 students. We presented information about the CivilityLB campaign, taught and discussed our Communications Toolbox, explained our civility pledge and answered any additional questions students had about ways they can help improve civility in their communities.

We conducted a survey at the end of each classroom visit with a total of 76 students responding. The survey found that 98% of students found the Communication ToolBox to be a helpful guideline for healthy communication and 90% of students stating that the presentation provided very valuable information.

Q1 Did this presentation provide valuable information?

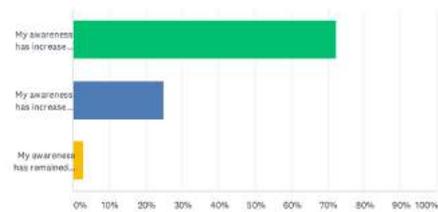
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES
This presentation provided very valuable information	90.79% 69
This presentation provided somewhat valuable information	9.21% 7
This presentation did not provide valuable information	0.00% 0
TOTAL	76

Q2 How has your awareness of the issue of incivility in public discourse increased because of this presentation?

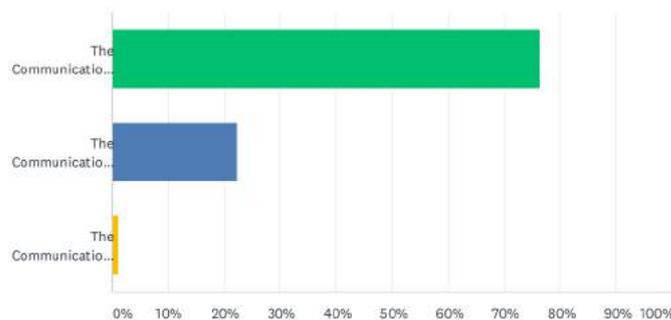
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES
My awareness has increased greatly	72.37% 55
My awareness has increased somewhat	25.00% 19
My awareness has remained the same	2.63% 2
TOTAL	76

Q3 How helpful was the Communication Toolbox?

Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES
The Communication Toolbox was very helpful	76.32% 58
The Communication Toolbox was somewhat helpful	22.37% 17
The Communication Toolbox was not at all helpful	1.32% 1
TOTAL	76

# APPENDIX

## CLASSROOM VISITS CONTINUED... (A21)



Bateman 2021  
©CivilityLB  
www.civilitylb.com



### OUR MISSION

We believe in building stronger communities through conversation and connection. Listening and learning from one another is key in mending the fracture between us in today's often uncivil and divisive world.

We aim to introduce healthy communication practices to help individuals with fundamental differences continue their conversations and debates in a productive and impactful way.

When we respect each other and actively see someone "From Another POV," we move toward creating a stronger and healthier future together.



### COMMUNICATIONS TOOLBOX

The purpose of this toolbox is to provide you with the strategies to avoid incivility and make progress in conversations. Make sure your point of view is always heard.

[civilitylb.com/resources](http://civilitylb.com/resources)

<b>01</b> Make sure the setting is right.	<b>03</b> Identify boundaries and set a clear goal.
<b>02</b> Approach the conversation with optimism and an open mind.	<b>04</b> Find points of agreement.
	<b>05 &amp; 06</b> Define your terminology. Avoid fact-checking during the discussion.
	<b>07</b> Stay on topic.



We all have the ability to be agents of change.

**Pledge today for a brighter tomorrow.**

[civilitylb.com/pledge](http://civilitylb.com/pledge)

**Caravan for Civility**  
**Saturday, March 6**  
**Meeting Point:**  
**5400 E Ocean Blvd,**  
**Long Beach, CA 90803**  
**Meet Time: 10 a.m.**  
**Start: 11 a.m.**  
**Let's break a Long Beach record!**  
**Support CivilityLB**  
**and ride with us.**



### RESOURCES

Visit our website for a list of helpful resources and videos of our past events and workshops.

[www.civilitylb.com](http://www.civilitylb.com)

# APPENDIX

## CHILDREN'S BOOK (A22)

### MICHAEL AND MIA SAVE MEANVILLE

Our research shows that good civility practices such as kindness and respect start from a young age, and as the future of this country, play an essential role in improving incivility. As part of our efforts to instill the value of civility at a young age, we created and distributed a children's book in both English and Spanish titled "Michael and Mia Save Meanville" for local schools and childcare centers. The story aims to demonstrate the importance of improving civility in a way that appeals to children. Since the beginning of 2020, the Asian community has been under heavy racial attacks, exacerbated by a lack of positive Asian representation in the media and entertainment industry. CivilityLB saw it only fitting to partner with Chanmaela Huy, a local Cambodian-American artist and illustrator who graduated from CSULB in 2020, to illustrate the book. Huy's illustrations were inspired by 1960's Cambodia, which served as the backdrop for Meanville, and she drew the characters based off of close Khmer friends and family.

***"When I first read the story of 'Michael and Mia Save Meanville,' I was inspired by the main characters' goal to uplift their community by doing good deed. I saw myself in them, so my illustrations take influence from Khmer culture and people."***

**-Chanmaela Huy, Illustrator of Michael and Mia Save Meanville**

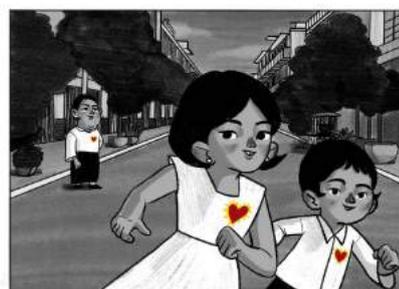
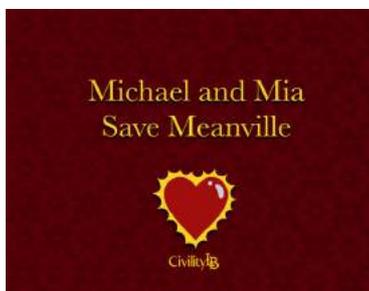
"Michael and Mia Save Meanville" was uploaded as an ebook on Amazon for the price of \$1.99, with proceeds donated to the CSULB Isabel Patterson Child Development Center (IPCDC). Sixty-five people downloaded the book within one week. We also donated a total of four printed copies of "Michael and Mia Save Meanville" with accompanying educational materials and free, downloadable, bilingual copies of the book to elementary schools, childcare services and Long Beach Unified School District teachers. We also had a week-long promotion where anyone could download the book for free.

*Michael and Mia must follow their hearts on a journey to bring color and happiness back to Meanville. By doing the right thing and showing acts of kindness in their community, they learn they can change the world for the better.*

[CLICK HERE TO DOWNLOAD A DIGITAL COPY](#)

[CLICK HERE TO DOWNLOAD A DIGITAL COPY IN SPANISH](#)

[CLICK HERE TO VIEW VIRTUAL READING](#)



[CLICK HERE TO VISIT THE AMAZON STORE & PURCHASE IN ENGLISH OR SPANISH](#)

# APPENDIX

## SPANISH CAMPAIGN (A23 & A24)



As the second most spoken language in Long Beach and Los Angeles County, we found it essential to create a Spanish bilingual campaign to address the Spanish-speaking community. Our research has shown that the Hispanic population has been racially attacked for the past couple of years. We found it necessary to add them as one of our key publics to engage and give them the tools to combat incivility and become agents of change in their communities.

We partnered with one of the largest Spanish-speaking churches in our community in the La Iglesia en el Camino to do socially-distance outreach by talking to churchgoers and handing out Spanish brochures about our civility pledge.

## CIVILITY PLEDGE (SPANISH) BROCHURES AND PLEDGE FLYER (A23)



[CLICK HERE TO VIEW OUR BROCHURE](#)

**Has un Compromiso a la Civildad**  
*Todos tenemos la capacidad de ser agentes de cambio. Promete hoy para un mañana más brillante.*

Nombre \*

First Name Last Name

Correo Electrónico \*

Profesión \*

Civildadlg

[CLICK HERE TO VIEW FLYER](#)

# APPENDIX

## SPANISH CAMPAIGN CONTINUED...(A23 & A24)

### SOCIAL MEDIA



### FULL SPANISH TRANSLATION OF THE WEBSITE



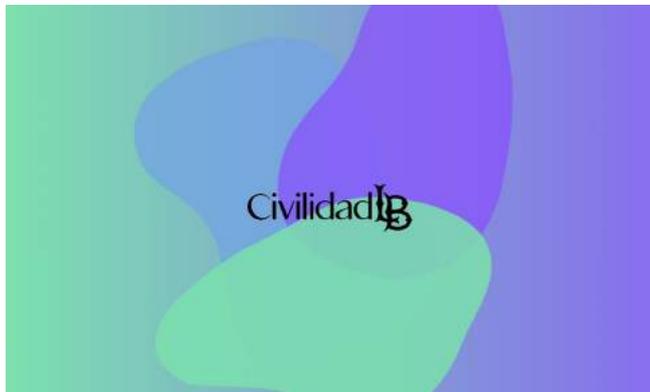
[CLICK HERE TO VIEW WEBSITE](http://www.civilitylb.com)



# APPENDIX

## SPANISH CAMPAIGN CONTINUED...(A23 & A24)

### CIVILIDADLB SPANISH PRESENTATION



¿Qué es Bateman?

Es el concurso de estudios de casos de Bateman, es el principal concurso nacional de estudios de caso para estudiantes de relaciones públicas de la Sociedad de Estudiantes de Relaciones Públicas de América.

CivilidadLB

Creemos en construir comunidades fuertes por medio de la **conversación** y de la **conexión**. Escuchando y aprendiendo uno de otro es esencial, para así poder **reparar** las fracturas que nos dividen frecuentemente en un mundo **incivilizado**.

<https://www.civilitylb.com/espanol-home>

CivilidadLB

Nuestro objetivo es introducir prácticas de **comunicación saludables** para ayudar a las personas con diferencias a **continuar sus conversaciones** y debates de una manera **productiva e impactante**.

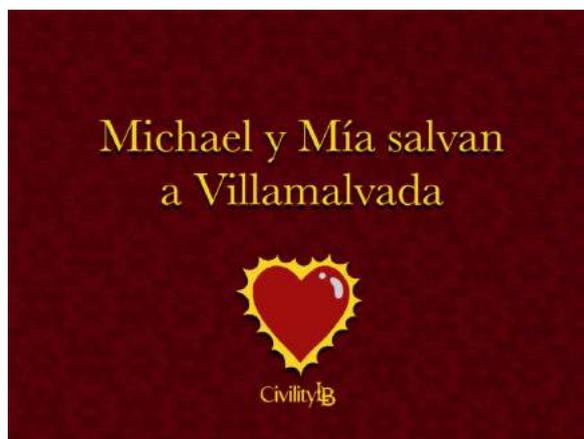
<https://www.civilitylb.com/espanol-home>

CivilidadLB

[CLICK HERE FOR SPANISH PRESENTATION](#)

### CHILDREN'S BOOK SPANISH EDITION (A24)

Our research found that over half of all students in Long Beach Unified School District identify as Hispanic. We found it essential to add a Spanish translation for our Children's Book "Michael and Mia Save Meanville."



[CLICK HERE FOR THE SPANISH VERSION](#)

[CLICK HERE FOR THE AMAZON STORE](#)

CivilityLB  
Michael y Mía salvan a Villamalvada



"El Huevo con los ojos Sini" Creado & C  
Ilustraciones por Chamarrita

Michael y Mía se cansaron de vivir en Villamalvada, donde las personas eran gruñonas y siempre estaban de mal humor, así que fueron a su cuarto, empacaron todos sus juguetes y caminaron de puntillas hasta la puerta de entrada.

—Oigan, ¿a dónde creen que van? —dijo una voz estruendosa.

—¡Abuela! —gritaron, mientras pegaban un salto del susto.

—¡Nos vamos a escapar! —dijo Mía.

—Querremos buscar una nueva ciudad —susurró Michael.

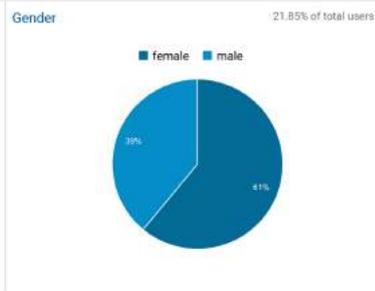
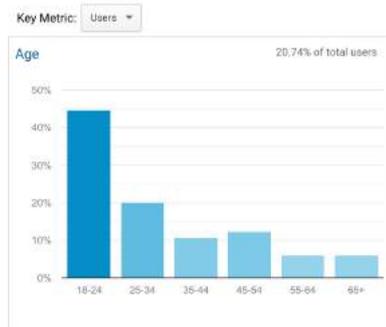
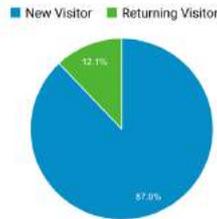
—Ay, mis queridos niños —dijo la abuela—. Antes de que se vayan, déjenme contarles la historia de Villamalvada, y a lo mejor cambian de idea.



# APPENDIX

## CIVILITYLB WEBSITE (A25)

[CLICK HERE TO VIEW WEBSITE](#)



This report was generated on 3/18/21 at 4:08:01 PM - Refresh Report



Page	Pageviews	% Pageviews
1. /	987	31.02%
2. /pledge	735	23.10%
3. /resources	249	7.83%
4. /events	182	5.72%
5. /about	120	3.77%
6. /media	114	3.58%
7. /compromise	107	3.36%
8. /pledge-organization	88	2.77%
9. /team	71	2.23%
10. /videos	65	2.04%

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**CivilityLB**  
From Another Point of View

*WHAT CIVILITY MEANS TO ME*

**What is Civility?**  
Civility (noun)  
courtesy  
formal politeness and courtesy in behavior or speech

Civility transcends proper and polite behavior.

Civil behavior requires respect and constructive communication regardless of our differences and disagreements. Civility is a constant commitment. Whether online, in government or with our very own family and friends, healthy civil discourse is the key to forming a greater and more inclusive society.

**Our Mission**  
We believe in building stronger communities through conversation and connection. Listening and learning from one another is essential to mending the fractures that divide us in today's often volatile world. We aim to reproduce healthy communication practices to help individuals with fundamental differences continue their conversations and debates in a productive and impactful way.

When we respect each other and actively see others "From Another Point of View," we move closer to a stronger, healthier future, together.

**Events**  
Check out our events this month!

**Take Our Pledge**  
We all have the ability to be agents of change. Pledge today for a brighter tomorrow.

Follow us @civilitylb on Instagram!

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# APPENDIX

## CIVILITYLB WEBSITE CONTINUED...(A25)

### RESOURCES

[CLICK HERE TO VIEW WEBSITE](#)

#### Download Our Communication Toolbox!

The purpose of this toolbox is to provide you with strategies to avoid incivility and make progress in conversations. Make sure your point of view is always heard.

[DOWNLOAD](#)

<b>01</b> Make sure the setting is right.	<b>02</b> Approach the conversation with optimism and an open mind.	<b>03</b> Identify boundaries and set a clear goal.	<b>04</b> Find points of agreement.
<b>05 &amp; 06</b> Define your terminology. Avoid fact-checking during the discussion.	<b>07</b> Stay on topic.	<b>FROM ANOTHER POINT OF VIEW</b>	

#### Download Our Spanish Brochure!

The purpose of this brochure is to provide you with strategies to avoid incivility and make progress in conversations that are not in English. Make sure your point of view is always heard.

[DOWNLOAD](#)

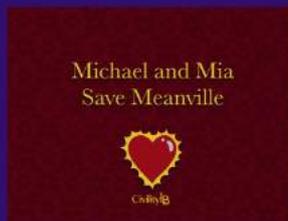


#### Download Our Self-published Children's book!

We are dedicated to educating the youth about kindness, respect, and civility. Our children's book is available in English and Spanish on Amazon.

[DOWNLOAD](#)

[Join Our Virtual Reading](#)



#### Download Children's Worksheets!

We've created worksheets to help teach children the importance of civility and understanding.

[DOWNLOAD](#)



#### Check Out Our Reading List!

A curated reading list on how to have civil discussions in any setting.

[READING LIST](#)



#### Listen Up!

We've created a list of podcasts to learn the ins and outs of civil discourse. Start listening and begin your journey to having productive conversations.

[LISTEN HERE](#)



#### Watch & Listen

We've created a list of videos to help educate the importance of civility online, in your community, and in the workplace.

[WATCH AND LISTEN](#)





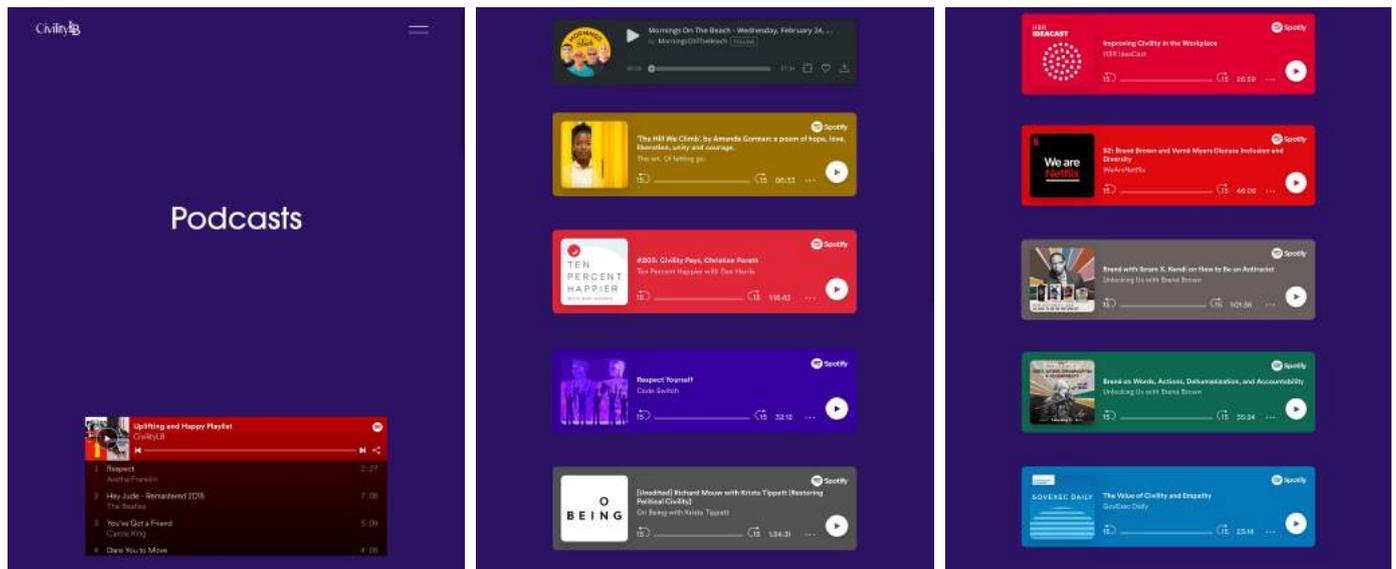
# APPENDIX



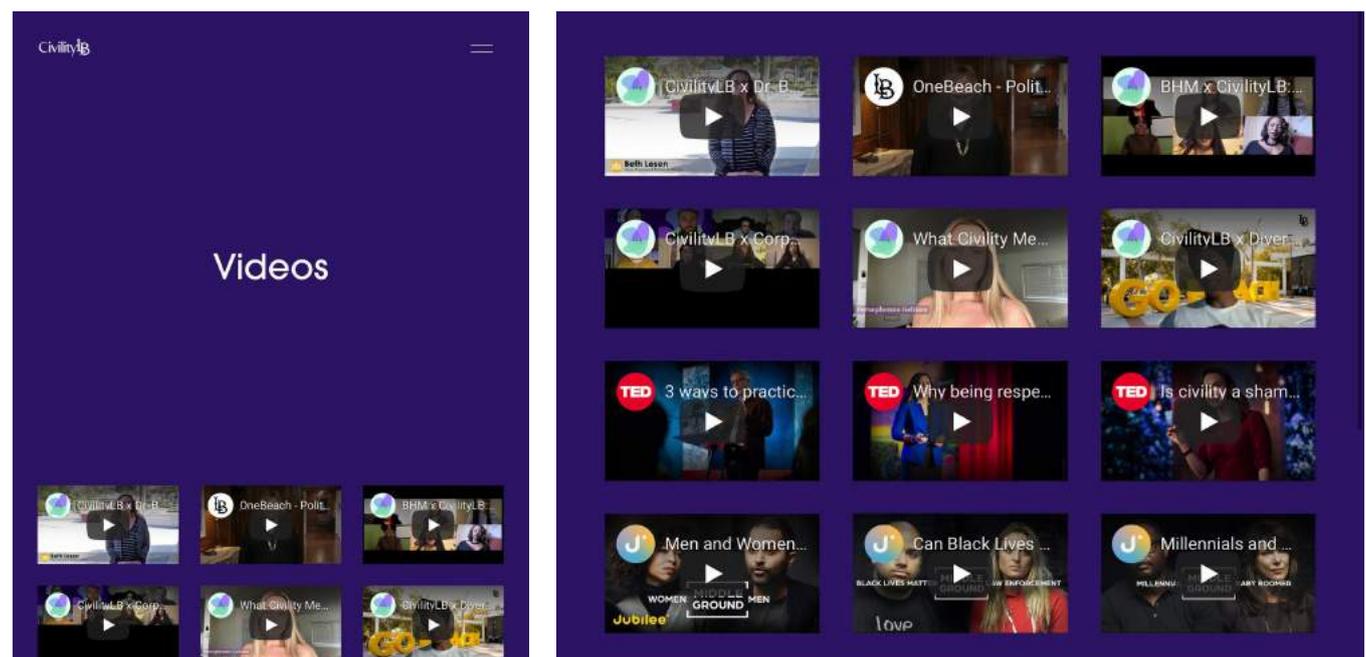
## CIVILITYLB WEBSITE CONTINUED...(A25)

[CLICK HERE TO VIEW WEBSITE](#)

### PODCASTS



### VIDEOS

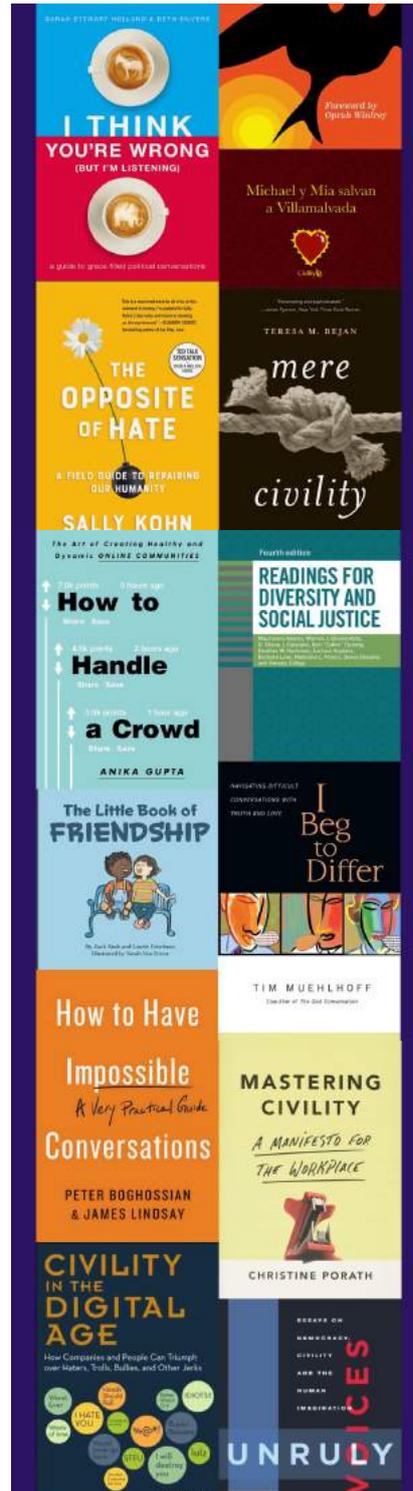
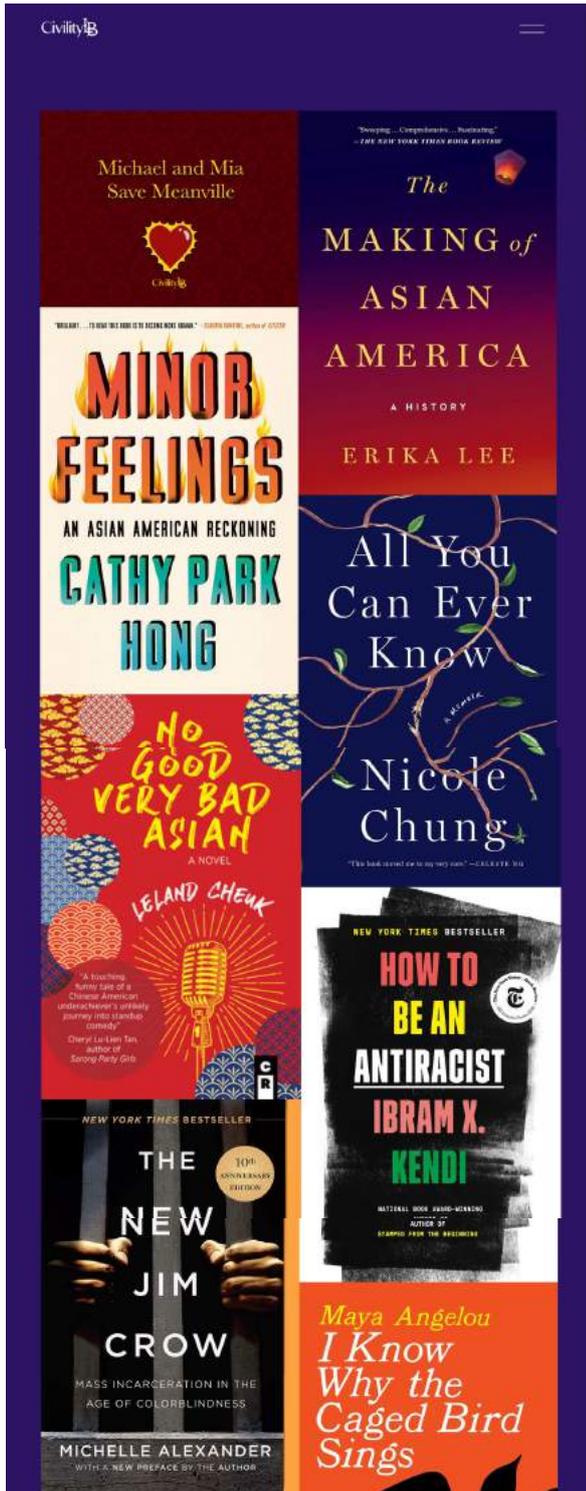


# APPENDIX

## CIVILITYLB WEBSITE CONTINUED...(A25)

[CLICK HERE TO VIEW WEBSITE](#)

### BOOKS



# APPENDIX

## EVENT FLYERS (A26)

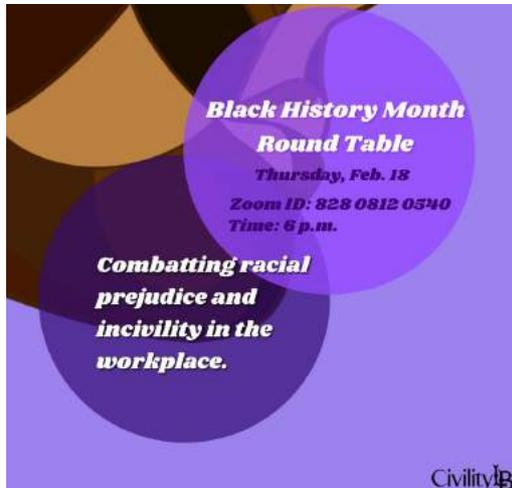


**Pay It Forward**  
Coffee With the Community  
Sunday, Feb. 21, 2021  
Time: 8 a.m. to 3 p.m.  
Place: Confidential Coffee

CivilityLB believes that small acts of kindness in our community can make a big difference.

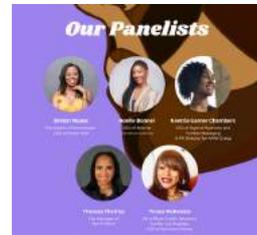
Try the POV on us and purchase another for the next guest as an act of civility. Join us in building a stronger, kinder community.

Pledge Civility!

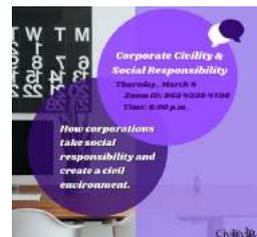
**Black History Month Round Table**  
Thursday, Feb. 18  
Zoom ID: 828 0812 0540  
Time: 6 p.m.

**Combatting racial prejudice and incivility in the workplace.**

**Our Panelists**

Steph Hines, Emily Burch, Kristin Carter-Darby, Heidi Hoyer, Stephanie Johnson



**Corporate Civility & Social Responsibility**  
Thursday, March 4  
Zoom ID: 862 4329 4750  
Time: 9:00 a.m.

How corporations take social responsibility and create a civil environment.

When we respect each other and actively see others "From Another Point of View," we move closer to a stronger, healthier future, together.

Join our mission. Take our pledge!



From another point of view.

Visit us at [www.civilitylb.com](http://www.civilitylb.com)



**Real Talk**  
Bring your point of view!  
Wednesday, Feb. 17  
Zoom ID: 828 0812 0540  
Time: 8 p.m.

Breaking down conversations by speed talking with strangers!



**Live Tweet**  
Bringing our point of view!  
Available on TV  
Thursday, Feb. 18

Join us as we live tweet *The Bachelor!*



**CORPORATE CIVILITY & SOCIAL RESPONSIBILITY**

Join us for a discussion on the importance of choosing a culture of civility in the workplace.

NATASHA ENGESSIS, AMON ELIMELIH, ZACHARY BUCHHEIT

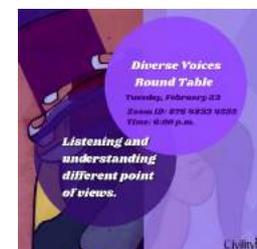
Thursday, March 4  
9:00 a.m. EST  
Zoom: 862 4329 4750



**Caravan for Civility**  
Saturday, March 6  
Meeting Point:  
5400 E Ocean Blvd,  
Long Beach, CA 90803

Meet Time: 10 a.m.  
Start: 11 a.m.

Let's break a Long Beach record! Support CivilityLB and ride with us.



**Diverse Voices Round Table**  
Thursday, February 25  
Zoom ID: 878 8232 9228  
Time: 9:00 a.m.

Listening and understanding different point of views.



**Pay It Forward**  
Order the POV!  
Sunday, Feb. 21  
Time: 8-3 p.m.  
Address: 427 W 46th St.

Support CivilityLB and order our specialty drink.




CIVILITYLB'S

**Caravan for Civility**

LET'S BREAK A LONG BEACH RECORD!

WHEN? SATURDAY, MARCH 6, 2021

WHERE? 5400 E OCEAN BLVD, LONG BEACH, CA 90803

WHAT TIME? MEETING TIME: 10 A.M. START TIME: 11 A.M.



**Cooking Convos**  
W/ David  
Where: HI Live  
When: Friday, Feb. 19  
Time: 9:30-11:30 p.m.



**Cooking Convos**  
W/ Sam  
Where: HI Live  
When: Friday, Feb. 20  
Time: 9:30-11:30 p.m.



**Cooking Convos**  
W/ Alyssa  
Where: HI Live  
When: Friday, March 5  
Time: 9:30-11:30 p.m.

# APPENDIX

## SOCIAL MEDIA POSTS (A27)

[CLICK HERE TO VIEW OUR INSTAGRAM](#)

civilitylb  
Long Beach, California

View Insights Promote

74 views · Liked by pichhuy and shaniseas  
civilitylb **KEEP AN EYE OUT FOR OUR CHILDREN'S BOOK COMING SOON!!!**

civilitylb  
87 Posts 309 Followers 418 Following

CivilityLB  
A team of PR CSULB students working to introduce healthy communications practices to help combat incivility in public discourse in our communities.  
linktr.ee/civilitylb

Edit Profile Promotions Insights

videos publicity stats & facts resources team

civilitylb  
Long Beach, California

MAKING THE WORLD BETTER BY

# TEACHING KIDS KINDNESS

Starting conversations about kindness

View Insights Promote

Liked by pichhuy and 21 others

civilitylb  
Long Beach, California

WIN AN AMAZON ECHO DOT

# Giveaway

PLEDGE TO OUR BIG

View Insights Promote

Liked by shaniseas and 24 others  
civilitylb 🎉🎉🎉 To enter the Amazon ECHO giveaway 🎉🎉🎉

# Women's History Month

View Insights Promote

Liked by mollyacayan and 30 others

civilitylb  
Long Beach, California

# Pledge Week

View Insights Promote

Liked by mollyacayan and 20 others  
civilitylb 🎉🎉🎉 PLEDGE WEEK 🎉🎉🎉

civilitylb  
Long Beach, California

## A QUICK GUIDE

# Recognizing and Avoiding Microaggressions

A few things you should know about it

View Insights Promote

Liked by samitro and 30 others  
civilitylb Here is a quick guide and tips on how you can recognize and avoid microaggressions in your everyday life.

civilitylb  
Long Beach, California

## Our Core Values

- Individual Empowerment
- A Baseline of Respect
- Civility Starts Young
- Organizations Play a Role

View Insights Promote

Liked by samitro and 23 others  
civilitylb Our Core Values 🎉🎉🎉

civilitylb  
Long Beach, California

## Nuestra Misión

Quando nos respetamos unos a otros activamos el ver. esta. punto de vista. Desde otro punto de vista. Justos nos acercamos a un futuro mas fuerte y saludable.

View Insights Promote

Liked by shaniseas and 16 others  
civilitylb 🎉🎉🎉 Nuestra Misión 🎉🎉🎉

# APPENDIX

## "WHAT CIVILITY MEANS TO ME" (A28)

We asked students and prominent leaders in CSULB to send in a short video explaining their interpretation of civility. Their testimonies were highlighted on our website to showcase the complex, subjective nature of civility and our campaign's dedication to community-first messaging.



[CLICK HERE TO WATCH](#)



[CLICK HERE TO WATCH](#)

# APPENDIX

## PR AGENCY PARTNERS (A29)

CivilityLB partnered with six local PR agencies to help spread the word about our campaign, plan and participate in roundtables and become beacons of change for corporate civility.

### OUR PARTNERS INCLUDE:

#### *The Black Public Relations Society of Los Angeles*

Founded in 1998, Black Public Relations Society of Los Angeles (BPRS-LA) is an affiliate of National Black Public Relations Society (NBPRS), one of the nation's oldest and influential organizations for professionals in the communication fields.

#### *DeVeauxted Enterprises Inc.*

DeVeauxted Enterprises, Inc., together with its subsidiaries and affiliates, is a diversified consulting, entertainment and media enterprise with six business segments: public relations, integrated marketing, talent relations/acquisitions, event management and brand strategy with expertise in reaching small businesses, global entities, African American and Hispanic/Latin consumers in the U.S. and emerging markets.

#### *Rhodman Enterprises*

Rhodman Enterprises is a publicity, event planning, consulting and brand management company operating on the cutting edge of business representing clients worldwide, expanding with large success for clients and business.

#### *ChronicPR*

ChronicPR is a team of branding, social media, digital marketing, and legal experts working to advance client profitability through the development and implementation of effective, targeted, ethical communications and PR programs. Heavily engaged and connected in the top industries; including the cannabis industry, they use established communications awareness blended with solid media applied campaigns, and creative new ways to meet and impact their client's objectives.

#### *Margaux Agency*

Founded with the mission to create modern websites and strategic visual brand identity for companies, the Margaux Agency is a Top Social Media Agency in Los Angeles, CA. The Margaux Agency experience can be described as professional, intelligent and creative. Each project holds true to this and is tailored for each client.

#### *Hunnibuzz*

Based out of Long Beach, Calif. Hunnibuzz is a digital agency that strives to make tech an inclusive, comfortable and attainable environment. They offer a helping hand in web design, branding, marketing, photography and graphic design.



MARGAUX AGENCY



HUNNIBUZZ

DEVEAUXTED  
ENTERPRISES INC.

CHRONICPR

Rhodman  
Enterprises

# APPENDIX

## CSULB & COMMUNITY PARTNERS (A30)

CivilityLB partnered with several local nonprofits to expand our reach through their networks, driving traffic to our social media pages and website in order to raise awareness of our civility pledge, resources and overall goal of improving civility in Long Beach.

Many of these organizations provided particularly beneficial promotional and planning assistance in addition to taking our organizational civility pledge.

### OUR PARTNERS INCLUDE:

#### *LBC Resources*

LBC Resources is dedicated to empowering the Long Beach community through resource sharing and advocating for social justice and equity for everyone.

#### *Beach Hillel*

Beach Hillel connects Jewish students in the Long Beach area. Their mission is to provide Jewish programs and services to the students on the six college campuses that they service: California State University, Long Beach, Long Beach City College, Cypress College, California State University, Dominguez Hills, Cerritos College and El Camino College.

#### *Public Relations Student Society of America, Long Beach*

Founded in 1967, the Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. They advocate rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession. The CSULB chapter of PRSSA hosts panels, networking and career building events for its nearly 100 members.

#### *National Association of Black Journalists*

Begun in 2016, NABJ-CSULB is the student chapter of the National Association of Black Journalists. The CSULB chapter hosts LA-area professionals, skill-development sessions and panels about hot topics. NABJ-CSULB collaborates closely with NABJ-LA and with other campus organizations. Its meetings are open to all students regardless of race or ethnicity.

#### *Associated Students, Inc. at CSULB*

Associated Students, Inc. (ASI) is a nonprofit association organized under the university umbrella - run for students, by students. ASI's mission is to improve the quality of campus life for students while enhancing their educational experience.

#### *Jewish Long Beach*

Since 1948, Jewish Long Beach has worked to preserve Jewish life and strengthen Jewish advocacy while also providing assistance to people in need and at risk, wherever they are. Collaborating with individuals across the community, Jewish Long Beach connects those who want to help to those who need it most.

#### *American Trans Resource Hub*

The core of ATRH's efforts is to bring the transgender community a breath of fresh air by helping with their vision for their transition, planning and getting through the process with any resources they need. Through all of their endeavors, they hope to bring confidence, ease and comfort to the lives of transgender individuals.

#### *La Iglesia en el Camino*

La Iglesia en el Camino is a megachurch in the Greater Los Angeles Area with one of the largest Spanish-speaking congregations in Southern California that has strong ties within their community.

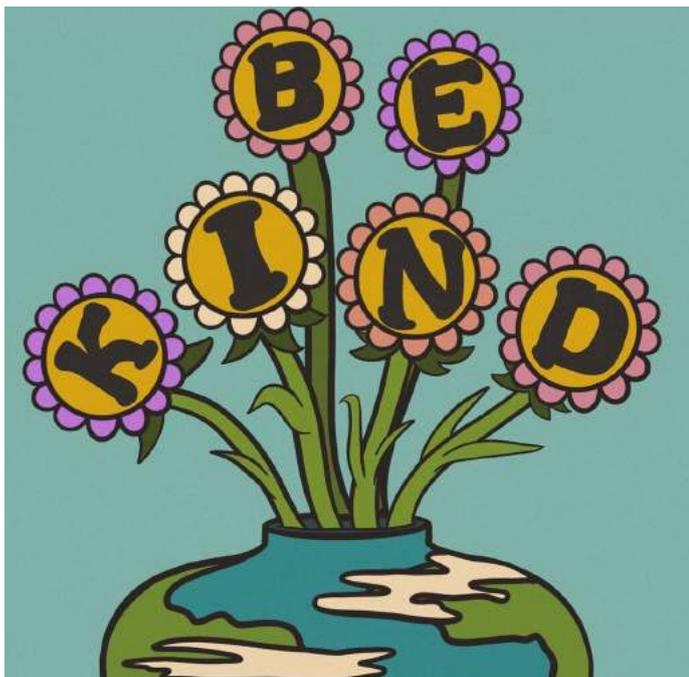


American Trans Resource Hub  
FOR Trans People BY Trans People



## VIRTUAL ART EXHIBIT (A31)

We asked students and local residents to submit their artwork on the topic of “What civility means to me.” For people who find it difficult to express their understanding of civility in words, this provided an outlet to express their beliefs through art. The submitted artwork was displayed on the CivilityLB website in a virtual art exhibit. Pictured below are four artworks of the 19 that were submitted.



Art by Vivian Garcia via POP Eco-Marketplace



Art by Alyssa Canales via POP Eco-Marketplace



Art by Jojo Rout via POP Eco-Marketplace



Art by Chanmeala Huy via POP Eco-Marketplace

[CLICK HERE TO VIEW SUBMITTED ARTWORKS](#)

# APPENDIX

## SOCIAL MEDIA MENTIONS (A32)

Our campaign inspired several notable individuals to share our messages and interact with our posts. Our mentions and shares most notably include Long Beach Vice Mayor Rex Richardson, Long Beach City Councilwoman Stacy Mungo, Los Angeles County Commissioner and BPRS-LA Vice President Tonya McKenzie, Action Network Sports Analyst Sean Koerner, former ESPN Magazine Editor-In-Chief Chad Millman, CSULB President Jane Conoley and CSULB Vice President Dr. Beth Lesen. CivilityLB was also shared and mentioned on social media by California State University, Long Beach, LBC Resources, Vons, PRSSA Long Beach, CSULB JPR, Beach Hillel, Confidential Coffee, Long Beach Coffee & Tea, Daily 49er, Long Beach Post, Rhodman Enterprises, Jewish Long Beach and many more.

**LBP** Long Beach Post @LongBea... · 2/23/21 ...  
Some CSULB students wanted to encourage civility and kindness; what they got were racial slurs and pornographic images



They wanted to encourage civility and kindness; what they got were racial slurs and pornographic images. lbpost.com

Rex Richardson @RexRichar... · 2/17/21 ...  
Well, this is pretty cool!

CivilityLB @civilitylb · 2/8/21  
CivilityLB is a month-long campaign created to increase awareness of incivility in public discourse within our communities and equip people with the ability to communicate and connect.

Designed by | @uh\_lee\_suuh

#CivilityLB #fromanotherpov #civility #civilitylb

Show this thread



Tweet

CSULB Journalism & PR @CSULBJPR

The @daily49er highlighted the CSULB 2021 Bateman Team and their campaign!

@civilitylb is doing a fantastic job! Read the full article here: [daily49er.com/artslife/2021/...](https://daily49er.com/artslife/2021/...)

#GoBeach #OneBeach #CivilityLB



Respect, communication and different perspectives: CivilityLB starts a conversation f... daily49er.com

csulongbeach 26m

@csulbjpr's Bateman Team launched a campaign against incivility in public discourse

civilitylb

Our Mission  
Our Mission

When we respect each other and actively see others of them  
From another point  
we move closer to a stronger, healthier future, together.

CivilityLB

civilitylb Our Mission

Swipe up to learn more and take @civilitylb's pledge

Tweet

Jane Close Conoley @PresConoley

This campaign is so important. Do it for yourself and for others.

CivilityLB @civilitylb · 21h  
PLEDGE WEEK! Download and make our Pin your profile pic to show that you pledged!

We all have the ability to be people that take action and change our communities! Pledge today to a brighter tomorrow!

Civility Pledge: [civilitylb.com/pledge](https://civilitylb.com/pledge)



Retweeted by Councilwoman Mungo

CivilityLB @civilitylb · 5d  
Thank you Councilwoman @StacyMungo for signing our civility pledge

We appreciate the support and love to see what civility means to you!

#CivilityLB #LongBeach #WomensHistoryMonth



Councilwoman Stacy Mungo

# APPENDIX

## PROMINENT TWITTER FOLLOWERS (A33)



**Cal State Long Beach**  
@CSULB Follows you

University news, updates and announcements from The Beach.  
 ■ [facebook.com/csulb](https://facebook.com/csulb) ■ [instagram.com/csulongbeach](https://instagram.com/csulongbeach) ■  
 #GoBeach

📍 Long Beach, CA 🌐 [csulb.edu](https://csulb.edu) 📅 Joined October 2008

386 Following 28.5K Followers

👤 Followed by Molly Acayan, Bianca Orellana, and 153 others you follow



**TheGamblersReport.com**  
@gamblersreport Follows you

Sports Betting news organization covering Odds, #NFL, #NCAAF, Football, #MLB, #NBA 🏀 & #NCAA BASKETBALL. ATS Picks from Winning Vegas bet Experts & Insiders.

📍 United States 🌐 [TheGamblersReport.com](https://TheGamblersReport.com) 📅 Joined July 2011

3,905 Following 20.6K Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes



**Long Beach Unified School District**  
@LBSchools Follows you

Our mission is to support the personal & intellectual success of every student, every day. #EquityIsEverything #ProudtoBeLBUSD (follows/RT≠ endorsement)

📍 Long Beach, California 🌐 [lbschools.net](https://lbschools.net) 📅 Joined April 2013

911 Following 4,358 Followers

👤 Followed by CompoundLB, Xochilt Andrade 🇲🇽, and 88 others you follow



**Leadership Long Beach**  
@LeadershipLB Follows you

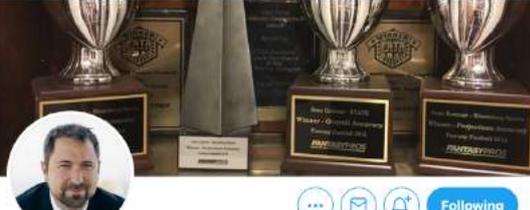
Connecting Principled Leaders to Strengthen the Community

We are a catalyst that informs, activates and connects community leaders to more meaningfully serve Long Beach.

📍 Long Beach, CA 🌐 [leadershiplb.org](https://leadershiplb.org) 📅 Joined February 2009

103 Following 2,888 Followers

👤 Followed by LBPECC, Vice Mayor Rex Richardson, and 77 others you follow



**Sean Koerner**  
@The\_Oddsmaker Follows you

Director Predictive Analytics for The Action Network. #1 ranked FantasyPros NFL expert 2015, 2016, 2017. 4-time FSTA winner most accurate MLB&NFL player proj.

📍 Los Angeles, CA 🌐 [myaction.app/The\\_Oddsmaker](https://myaction.app/The_Oddsmaker) 📅 Joined March 2013

1,685 Following 70.4K Followers

👤 Followed by Brenda Melara, Samantha, and 6 others you follow



**Councilwoman Mary Zendejas**  
@MaryZendejasLB Follows you

♥ Proudly representing the First District on the Long Beach City Council ♥ she/her

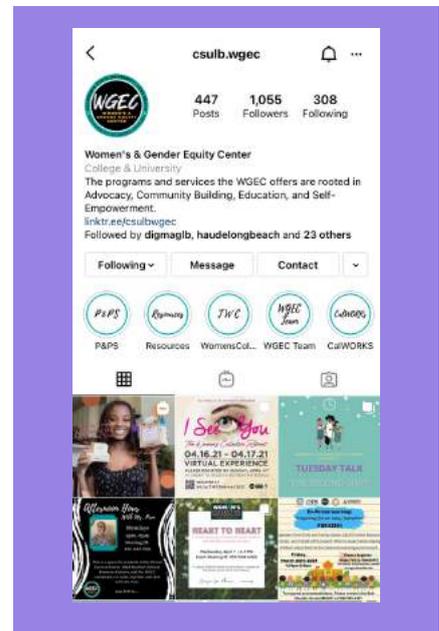
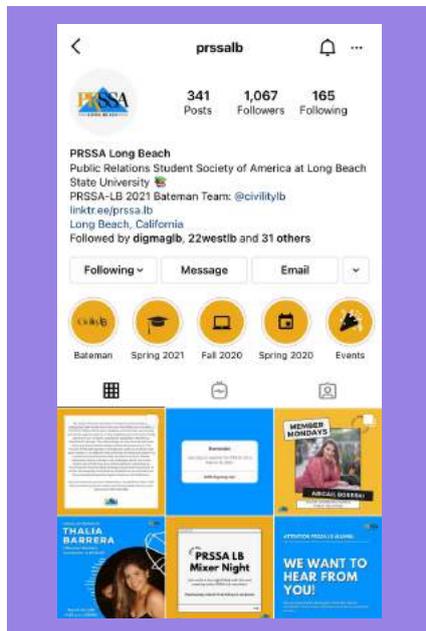
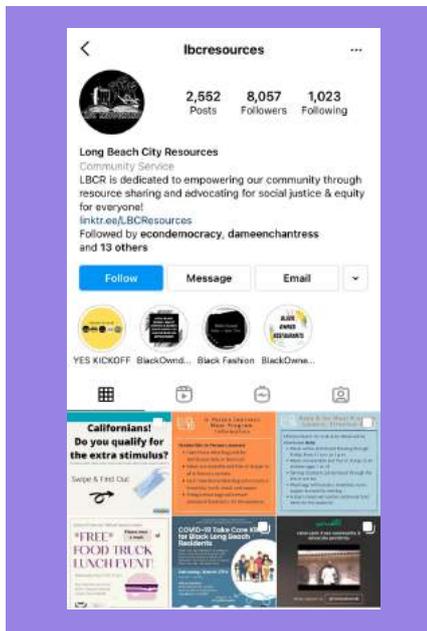
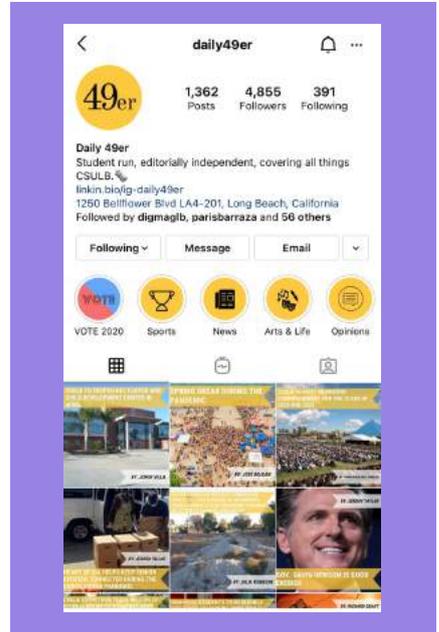
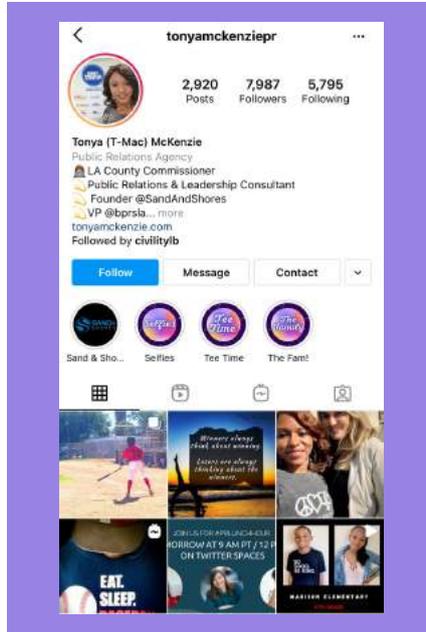
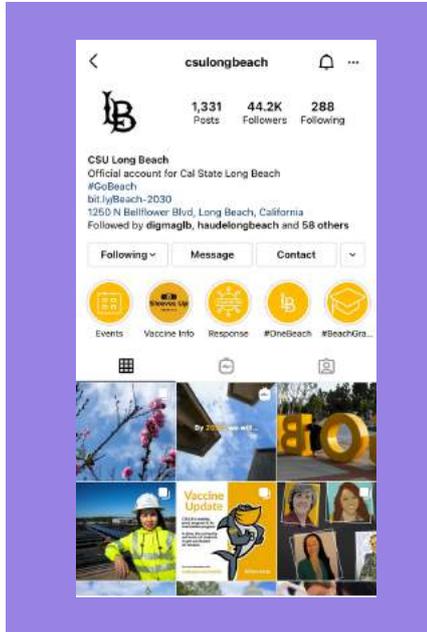
📍 Long Beach, California 🌐 [longbeach.gov/district1/](https://longbeach.gov/district1/) 📅 Joined June 2019

393 Following 607 Followers

👤 Followed by Vice Mayor Rex Richardson, Cindy Allen for City Council, and 54 others you follow

# APPENDIX

## PROMINENT INSTAGRAM FOLLOWERS (A34)



# APPENDIX

## IMPRESSIONS (A35 & A36)

### EARNED MEDIA (A35)

Media	Date	Monthly Page Views	Link
The Long Beach Post	02/17/2021	1,600,000	<a href="https://lbpost.com/hi-lo/can-speed-dating-and-zoom-save-america-csulb-students-aim-to-bring-back-civility-this-evening">https://lbpost.com/hi-lo/can-speed-dating-and-zoom-save-america-csulb-students-aim-to-bring-back-civility-this-evening</a>
The Long Beach Post	02/23/2021	1,600,000	<a href="https://lbpost.com/hi-lo/some-csulb-students-wanted-to-encourage-civility-and-kindness-what-they-got-were-racial-slurs-and-pornographic-images">https://lbpost.com/hi-lo/some-csulb-students-wanted-to-encourage-civility-and-kindness-what-they-got-were-racial-slurs-and-pornographic-images</a>
The Long Beach Post	2/23/2021	16,000	
The Grunion Gazette	02/24/2021	105,116	<a href="https://www.gazettes.com/news/education/cal-state-long-beach-students-work-to-spread-civility/article_f30af366-754a-11eb-8a14-9765a766cc45.html">https://www.gazettes.com/news/education/cal-state-long-beach-students-work-to-spread-civility/article_f30af366-754a-11eb-8a14-9765a766cc45.html</a>
The Daily 49er	03/02/2021	35,000	<a href="https://daily49er.com/artslife/2021/03/02/respect-communication-and-different-perspectives-civility-lb-starts-a-conversation-for-a-healthier-society/">https://daily49er.com/artslife/2021/03/02/respect-communication-and-different-perspectives-civility-lb-starts-a-conversation-for-a-healthier-society/</a>
The Daily 49er	03/06/2021	35,000	<a href="https://daily49er.com/news/2021/03/06/in-photos-students-caravan-for-civility-in-downtown-long-beach/">https://daily49er.com/news/2021/03/06/in-photos-students-caravan-for-civility-in-downtown-long-beach/</a>
22 West Media	02/24/2021	400,000	<a href="https://www.mixcloud.com/MorningsOnTheBeach/mornings-on-the-beach-wednesday-february-24-2021/?fbclid=IwAR0uc0WUjEB2eY7zKcR0JgHdsIFFzMKIEZopyjXA81tnKwFN_eC1iITWYo4k">https://www.mixcloud.com/MorningsOnTheBeach/mornings-on-the-beach-wednesday-february-24-2021/?fbclid=IwAR0uc0WUjEB2eY7zKcR0JgHdsIFFzMKIEZopyjXA81tnKwFN_eC1iITWYo4k</a>

### OWNED, SHARED AND PAID MEDIA (A36)

Media: Instagram	Followers
CSULB	43,800
CSULB JPR	1,449
PRSSA	1,054
Daily 49er	4,595
LBC Resources	7,939
Confidential Coffee	4,881
Long Beach Coffee and Tea	1,464
Holly Baird	7,940
Rhodman Enterprises	1,119
Beach Hillel	1,017

Media: Twitter	Followers
Jane Conoley	4,395
Rex Richardson	7,554
Stacy Mungo	4,866
CSULB	28,400
Sean Koerner	70,400
Chad Millman	78,700
PRSSA	1,153
Daily 49er	7,380
Long Beach Leadership	2,881

# APPENDIX

## OWNED, SHARED AND PAID MEDIA (A36)

### INSTAGRAM

INSTAGRAM	Engagement	Comments	Bookmarked	Shared by different accounts/ Retweets	Views	Impression
Instagram Posts		1,748	62	22	201	337
IS Instagram IGTV Stories		245	12	5	20	286
<b>TOTAL</b>		<b>1,993</b>	<b>74</b>	<b>27</b>	<b>221</b>	<b>623</b>



**We are CivilityLB**  
(promotional paid post)

**Promotion Insights**

Posted on 02/25/21, 10:11am

34 likes, 1 comment, 4 shares

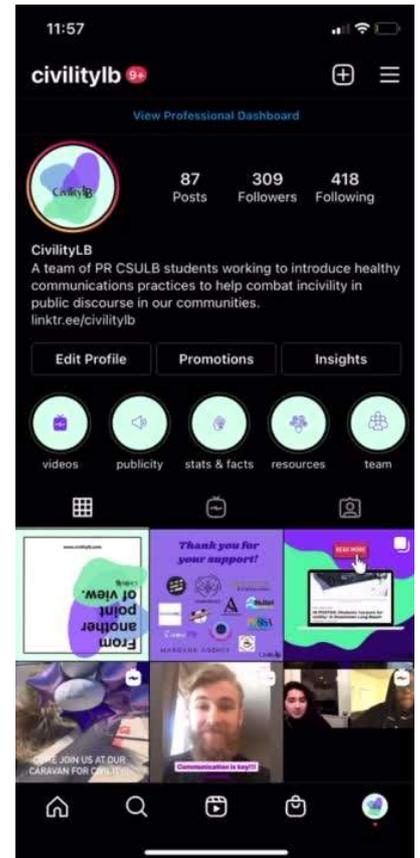
**Interactions**  
38 Promotion Clicks

- Visit Profile: 44 (86% from promotion)
- Visit Website: 1 (100% from promotion)

**Discovery**  
4,025 People reached  
96% weren't following you  
94% came from your promotion

Impressions: 6,102 (80% from promotion)

Follows: 1



[CLICK HERE TO WATCH OUR INSTAGRAM SCROLL THROUGH](#)

# APPENDIX

## OWNED, SHARED AND PAID MEDIA (A36)

### TWITTER

[CLICK HERE TO VIEW OUR TWITTER PROFILE](#)

Twitter	Impressions	Engagements	Engagement Rate	Retweets	Replies	Likes	User Profile Clicks	Detail Expands	Media Views	Media Engagement
Tweets	81,927	1,553	786.80%	139	70	236	152	601	370	238

Analytics Home Tweets More

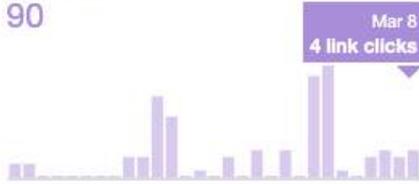
CivilityLB [Sign up for Twitter Ads](#)

Account home  
CivilityLB @civilitylb  
Page updated daily

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
165 ↑2,257.1%	84.4K ↑14,578.1%	4,024 ↑923.9%	23 ↑886.7%	90 ↑74

Link clicks  
90



On average, you earned 3 link clicks per day

Retweets without comments

135

Mar 8  
7 Retweets without comments



On average, you earned 5 Retweets without comments per day

Feb 2021 - 28 days

TWEET HIGHLIGHTS

**Top Tweet** earned 1,866 impressions

Chris Harrison stepping away from the Bachelor franchise is something that had to be done because his first action was to completely disregard what many people from the #BachelorNation feel about Rachel Kirkconnell. #TheBachelorABC #civilitylb #TheBachelor

View Tweet activity

**Top Follower** followed by 70.5K people



**Sean Koerner**  
@The\_Oodsmaker · Feb 8  
Director Predictive Analytics for The Action Network, 41 ranked FantasyPros NFL expert 2015, 2016, 2017, 4-time FSTA winner most accurate MLB/NFL player proj.

View profile

**Top mention** earned 275 engagements

**Sean Koerner**  
@The\_Oodsmaker · Feb 8  
This is an awesome initiative my wife is heading up. Would appreciate you taking their survey (it would set the over/under closer to 3.5 minutes) & follow them at @civilitylb on Insta and Twitter. Thanks! [twitter.com/mrs\\_oodsmaker/...](https://twitter.com/mrs_oodsmaker)

View Tweet

**Top media Tweet** earned 1,200 impressions

CivilityLB is a month-long campaign created to increase awareness of incivility in public discourse within our communities and equip people with the ability to communicate and connect.

Designed by | @uh\_lee\_suuh

#CivilityLB #fromanotherpov #civilitylb pic.twitter.com/PCYVNNYSuB



View Tweet activity

FEB 2021 SUMMARY

Tweets	Tweet impressions
114	24.1K
Profile visits	Mentions
3,093	18
New followers	
65	

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

	<b>CivilityLB</b> @civilitylb · Mar 1 PLEDGE WEEK! Download and make our Pin your profile pic to show that you pledged!  We all have the ability to be people that take action and change our communities! Pledge today to a brighter tomorrow!  Civility Pledge: <a href="https://civilitylb.com/pledge">civilitylb.com/pledge</a> <a href="https://pic.twitter.com/Q1x23nswG7">pic.twitter.com/Q1x23nswG7</a> <a href="#">View Tweet activity</a>	42,802	177	0.4%	<a href="#">Promote</a>
	<b>CivilityLB</b> @civilitylb · Feb 24 SAVE Your Weekend for our Caravan for Civility! The event is on Saturday, March 6. We will start meeting up at 10 a.m. and the meeting point is the Belmont Shore parking lot at 5400 E Ocean Blvd, Long Beach, CA 90803. (1/2)  #CivilityLB #longbeach #fromanotherpov #civilitylb <a href="https://pic.twitter.com/4IBwJtnWQY">pic.twitter.com/4IBwJtnWQY</a> <a href="#">View Tweet activity</a>	5,675	33	0.6%	<a href="#">Promote</a>
	<b>CivilityLB</b> @civilitylb · Feb 16 Chris Harrison stepping away from the Bachelor franchise is something that had to be done because his first action was to completely disregard what many people from the #BachelorNation feel about Rachel Kirkconnell. #TheBachelorABC #civilitylb #TheBachelor <a href="#">View Tweet activity</a>	1,877	17	0.9%	<a href="#">Promote</a>

# APPENDIX

## OWNED, SHARED AND PAID MEDIA (A36)

### LINKTREE

Dates	Views	Clicks
Feb 8 - Mar 8	308	231

[CLICK HERE TO VIEW OUR LINKTREE](#)

**Lifetime Analytics:** Views: 308 Clicks: 231

**Add New Link**

- Take Our Pledge of Civility**  
<https://www.civilitylb.com/pledge>
- Media Coverage Page**  
<https://www.civilitylb.com/media>
- Children's Book: "Michael and Mia Save Meanville"**  
[https://www.amazon.com/s?i=digital-text&rh=p\\_27%3AGiselle+Ormeno&s...](https://www.amazon.com/s?i=digital-text&rh=p_27%3AGiselle+Ormeno&s...)

**Get set up** **Help**

## OWNED, SHARED AND PAID MEDIA (A36)

### BEACHBOARD

**Take Our Survey!**  
 Help CSULB's Bateman team secure another winning campaign.

**Corporate Civility & Social Responsibility Round Table**  
 Thursday, March 4  
 Zoom ID: 863 4339 4700  
 Time: 6:00 p.m.  
 How corporations take social responsibility and create a civil environment.

**Support CivilityLB**  
 Make our job your priority. It's about what you pledge!

**Take Our Civility Pledge**  
[www.civilitylb.com](http://www.civilitylb.com)

**Take Our Civility Pledge**  
 We want to make YOU be your campaign by participating in our pledge week!  
 On to our website and sign our "Civility Pledge." Then make our PR your priority to show that you pledged for the entire week!  
 We'll force the CEO's to pledge that take action and change our communities' Pledge today to a brighter tomorrow!

## CivilityLB | Thank You

California State University, Long Beach

2021 Bateman Entry

Samantha Troisi, Shani Crooks, David Rowe, Giselle A. Ormeno, Alyssa Canales

*Faculty Advisor:* Krista Coriaty | *Professional Advisor:* Holly Baird

CivilityLB

From  
another  
point  
of view.