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[Digital Team Website Bios](#)

[Pope Text for Newsletter](#)

Documents & Quick memo section

[Crenshaw Training](#) | [2019 website revision \(Jenny Park\)](#)

Cicero due extended to 10/14/19

https://krcla.ourpowerbase.net/civicrm/contribute/transact?reset=1&id=36&cid={contact.contact_id}&{contact.checksum}

Escape Room

December 2, 2019

Vinyls abd partiition

Tenant improvement plan

<div class="videoWrapper"></div>

- In [Membership Types](#), edited NAKASEC VA's Membership Organization as "NAKASEC VA" (was NAKASEC)
- Changed [default renewal page](#) as KRC's Membership page (not sure what this does.. but it was pointing to the outdated version)

\$1,000 Individual

\$6,000 Service Fee

\$1,455 from Staff List for Gala

Chinese: ceciliakmwong@gmail.com, Cecilia

Tagalog: franzcar2013@gmail.com, Francisco

Korean: daneelcat@gmail.com, Kat

김주환 이사는 민족학교의 서기 이사입니다. 구글의 소프트웨어 엔지니어이며 이전은 UC 버클리 대학의 연구 엔지니어였습니다. 1996년부터 민족학교의 자원봉사자로 활동을 하고 2012년에 이사진에 합류했습니다. 한누리 풍물패의 일원이며, LA 한청련의 회장직을 역임하였습니다.

Zu Kim is KRC's Board Secretary. He is a software engineer at Google and formerly a research engineer at the UC Berkeley. Zu has been a volunteer at KRC since 1996 and joined the board seven years ago. He is also a performing member of HanNuRI Korean American Cultural Troupe and the former president of the Young Korean United of Los Angeles.

KRC Communications Plan 2019-2020

KRC's communications work will be centered around its amplifying its messages of standing united for immigrant rights, and putting schools and communities before corporate interests, the importance of civic engagement and participation in the census, and harnessing the collective power of the community through organizing and action. KRC will continue to engage mainstream and Korean American ethnic media as well as online platforms, and reboot its podcast/online show project during the 2019-2020 cycle.

Outcomes of KRC's communications work include:

- Members and allies receive regular updates about KRC's work. 2,000 Korean speaking members and donors receive a paper newsletter from KRC every month
- Integrate KRC's social media platforms, website, email and paper newsletters and in-person communication so that visitors are exposed to a unified KRC message regardless of platform of choice
 - Engage KRC's base through social media on Twitter, Facebook, Instagram and YouTube
 - Expand content offered through KRC's Waiting Room Announcements TV
- KRC's website provides up-to-date programmatic content
- 100 tracked media coverages, reaching an average audience size of 200,000 per event or press conference, peaking at 1,000,000
- Rebooting its podcast/online show project
 - Continue to develop a bilingual Immigrant Legal Service Webinar series for DACA recipients and undocumented immigrants
- Archive & transfer the 2018 Dream Riders website content to the dreamriders.us website, along with the 2013 and 2015 content
- Develop infrastructure for sending text message updates for members to sign up for KRC news and respond to the changing policy and enforcement climate
- Engaging NAKASEC and HANA Center to adopt an innovative copyright license (Creative Commons By Attribution-Share Alike) that will help all three NAKASEC affiliates to expand their exposure on the internet and interact with online creators
- Implement the Durae Apartment Brick by Brick Donors Wall Project at Crenshaw
- Renew public-facing printed materials that introduce KRC's mission, areas of work, and operations to the average visitor
- Once a month, highlight findings, resources, tips and data about the Korean American electorate through a blog post in the KRC website.

Press Communications

KRC will reach out to over 400 media venues across the country - newspapers, radio, TV, online sites - that reach out to Korean, other Asian American, people of color and other communities, with a focus on Korean American media in Southern California, on the issues and campaigns that KRC works on. These include Civic Engagement and Voter Participation; Census Participation; Youth Leadership Development Programs; Health, Housing, Immigrant Legal Services; Defending Immigrant Rights, the DACA Program, and demanding bold solutions to achieve citizenship for all.

KRC's network of Southern California Korean language media contacts reaches a combined audience of 1.3 million Korean Americans in the region - from San Diego to San Fernando Valley. In addition, more substantial types of coverage (for example, longer articles) reach national media markets through Korea Times and Korea Daily's affiliates network, including San

Francisco, Sacramento, and major metropolitan areas - including approximately 200,000 Korean Americans in other regions in California.

The outreach includes 20 press conferences, 2 joint press conferences with coalition partners, 50 on-demand interviews during news cycles, 2 in-depth issue interviews, 1 media roundtable and 30 press releases per year.

KRC and its national partners - NAKASEC nationally, NAKASEC Virginia, and Hana Center in Illinois - jointly manage and share the media database that is stored online on its centralized all-purpose database, CiviCRM/PowerBase, which is used to collect information voluntarily submitted from the press, manage contact information, send out press materials, and track metrics. KRC is tracking media coverage through Google News, its website's Press Room, and Cision Communications Cloud (provided through AAPIs for Civic Empowerment)

Organizational Communications

KRC's organizational communications program consists of its website, email, newsletters, social media presence, and the new podcast/youtube project.

Email and Paper Newsletter

KRC will produce a newsletter that will be sent out in email and paper format to 14,000 members and supporters, with the goal of engaging donors and members and further the political education of KRC's base.

An email newsletter is sent out every 3 weeks, to 8,000 English language recipients and 4,000 Korean language recipients, and a paper version is sent out every month, an 8-page piece that is mailed to 2,000 recipients, of which 95% is Korean speaking.

The newsletter contains updates on KRC's programmatic work - services, direct action, community organizing groups - press statements, and opinion and analysis pieces.

Website Updates

The email and paper newsletters are closely coordinated with website updates - often a piece is posted on the website, then linked on the email newsletter, or an abbreviated version included in the paper newsletter with a URL of the full article online.

KRC will also post all its media coverage on its website, and manage a "Press Room" section (krcla.org/en/press) which both showcases KRC's latest coverage, press releases and advisories, serves as a gateway for reporters wishing to self-join KRC's media network. It also provides KRC staff with a centralized resource to track media coverage.

Website Community Knowledge Base

KRC will complete from June 2020 and September 2020 the implementation of its Community Knowledge Base functionality (krcla.org/ko/kb) - an online section where community members can ask questions about KRC's services in a semi-public setting, and also reference other peoples' questions and their responses.

This functionality constitutes part of KRC's scalable community response infrastructure - allowing KRC to reliably provide information to the public even in times of peak demand. For example, in 2012, 5,000 community members called KRC during the 3-week period following the White House's announcement of the DACA program. We experienced similar demand during the DACA+/DAPA expansion, DACA repeal, public charge debate, and similar situations. Normally, a single organization cannot handle such load - but we believe that by continuing to build the infrastructure - website, distributed and scalable phone systems, robo calls and recorded phone messages, the Knowledge Base, and KRC's media reach - we will be able to address to minimize the information distortion and chaos that usually ensues such incidents.

Social Media Engagement

KRC will engage its base through Twitter, Facebook and Instagram outreach. KRC will post on Twitter, Facebook and Instagram 5 times a month combined, starting January of 2020, including both automated posts from website updates as well as hand-crafted content.

Website Platform Upgrade

KRC's website platform migrated from WordPress to Drupal (Version 7) in 2015. KRC will upgrade its website platform to Backdrop CMS, an alternative upgrade path for Drupal 7 with a more community-oriented development philosophy. The upgrade will ensure KRC's website continues to receive security fixes beyond 2021 (Drupal 7 will stop receiving security fixes in 2021), and will also ensure the website is more fully mobile compatible. The upgrade is aimed for November 2020 to January 2021, and estimated to cost \$5,000 in upgrade adjustments, theme adjustments, customization adjustments, and existing feature improvements packaged together.

Podcast/YouTube Project "KRC Dream"

To adapt to the changing content consumption trends online of our communities, KRC will re-launch its Podcast/YouTube project "KRC Dream". The project seeks to bring progressive political commentary around the topics of mainstream politics, immigration, and social justice issues in the Korean-speaking immigrant community in the U.S.

The project will be a YouTube show/podcast hybrid, with a mix of multiple formats under a single branding (one YouTube Channel & one website):

- A panel-style conversation video involving 2-3 speakers. Example: [BRIDGE Act discussion](#). This content would be re-used in audio-only format to be distributed as a podcast. Likewise, content produced where we only collect the audio of a conversation would be re-used as a YouTube video, for additional exposure. This type of format would be between 20 minutes and 1 hour long, and would cover multiple topics in one piece.
- A presentation-type video involving a narrator, slides/illustration and video clips, and possibly animation. Example: (very barebones): [Naturalization Walk-Through](#). What we want to strive for: something like [Kuzgesagt](#). This type of format would range wildly, from 3 minutes to 1 hour, depending on the subject. This would cover only one topic per piece.
- A format that the show can grow into is live videos with interactions and questions & answers with the audience, either via chat, phone calls, or internet calls, while the main type of content would be the panel-style conversation. [Example](#). This would be about 1 hour long.

Topics covered would be in two phases based on an initial growth strategy. During an initial phase, it will be necessary to pull together whatever listened base we can, ranging from progressive Koreans and Korean Americans, ally organizations and activists, organization members, and our immigrant community base.

- **Commentary** on general politics: Review news as covered by Korean (or Non-Korean, depending on frame or lack of coverage) media and provide commentary & analysis. Example: "Today Korea Times reported that Trump fires his national security advisory John Bolton. Political commentators expect this to indicate a change in direction in foreign policy..."
- **Counter** arguments of other right wing or anti-immigrant Korean language outlets. Example: "Michael Won said that Trump is justified in building the border wall because X, but he's misleading his audience because..."
- **Immigration** news. Example: "Two days ago, the House voted on extending the TPS program, and the measure closely failed by 250 yes vs 220 no. From Southern California, so and so voted in favor..."
- **In-Depth** education specials covering a specific topic (public charge; college for undocumented students; raids and detentions; immigration procedures; family petitions, etc).
- **Report back** on a KRC Action, updates on an ongoing KRC campaign. For example "Last Saturday we were joined by 60 Asian American youth at the office of Rep. Gil Cisneros to demand an end to deportations; here are some clips of the rally, and what some of the people present had to say to the congressman".

During the initial rollout phase, our highest priority is gathering a critical mass of listeners who will enjoy the content and get the word out. From our various audiences I expect the segment of Koreans interested in progressive politics from the U.S. to be the most hooked to the content, and willing to spread the word. Therefore, during the **progressive politics phase**, topic breakdown would spread as follows:

- 50% commentary
- 5% counter
- 10% immigration
- 5% In-Depth
- 30% report back

During a typical, successful, fully funded month running the project, would look like this:

- Week 1: One panel conversation including the White House's plans to dismantle family immigration.
- Week 2: One panel conversation including a counter-argument to another right wing channel's claim that the White House is right on its family immigration initiative.
- Week 3: a 3-minute presentation-style video analyzing family immigration
- Week 4: One panel conversation including a DC action on Census. Team meeting to plan the next month.

However, as the platform grows, and there is a base of steady supporters, we should pivot and aim to reach the Korean American immigrant, undocumented community members and expand the in-depth content. During this **immigrant education phase** would breakdown as follows:

- 30% commentary
- 5% counter
- 15% immigration
- 20% in-depth
- 30% report back

KRC pioneered an experimental [9-episode podcast project](#) in 2013, and [four episodes of a YouTube program](#) in 2017, with limited reception. At the same time, close allies of NAKASEC (former board members and friends) led a very closely themed project from 2015: "Korean American Community Seoullok" (미주동포설록; 2015-2019) and "Carolina Open News" (2018-Present), which cover U.S. politics, Korean politics, immigration, social issues, and local North Carolina/South Carolina topics from a progressive framework, and have built a significant listener base.

In parallel to KRC's own program, KRC would also collaborate with Carolina Open News by:

- Promoting Carolina Open News immigration and politics topics that are aligned with KRC's policy directions - promote through website, Facebook, or republish as a edited single-topic segment.

- Help manage Carolina Open News' YouTube channel

This program would require the following types of resources:

- A manager-level staff able to arrange and curate topics and moderate or lead panel discussions, at 50% FTE
- A technical editor at 30% FTE. For coordination purposes, it is best that the manager is the same person as the editor. Plus an initial technical setup of 40 hours.
- A director-level staff to oversee the policy direction and political decisions of the show at 15% FTE
- 2-3 rotating guests for the panel discussions

Other costs include \$400 for audio equipment (audio interface and cardioid mics), \$300 basic video equipment (a set of webcams) or \$5,000 advanced video equipment (DSLR camera, lens, lights). KRC has already made most of the audio and basic video equipment purchases.

KRC would start collaboration with Carolina Open News in October 2019, and then launch the First Phase (Progressive Politics) of the Podcast Project in January of 2020. Measuring the metrics for each episode, KRC would transition to the Second Phase (Immigrant Education) after three consecutive episodes reach more than 500 downloads and views each within a month of each episode release. We expect this milestone to occur at some point in January of 2021, and then make the transition to the Second Phase.

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BEGINNING of SCF Comms Survey

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SCF Communications & Media Goals Survey

https://docs.google.com/forms/d/e/1FAIpQLScqzBUX_CQUF6w5ALsmM4B0j3EY0mD--gFVGhLnXO0q9N1Bvg/viewform

Dear Steering Committee members,

The Communications Committee is hoping to land a strategic communications and media plan for SCF. In order to do so, we'd like to survey organizations across AAPIFORCE to compile a comprehensive plan.

What are your organizational communications/ media goals for the SCF Campaign? (i.e. to deepen engagement from our Chinese monolingual and English-speaking audience) *

To 1) break through prevalent misconceptions about taxes and create a positive impression of public services, and 2) create support for the Schools and Communities First Campaign, in in the Korean-speaking immigrant community

Who is your target audience? (i.e. small family business owners, low-to-no propensity Asian voters, etc...) *

Young Asian American voters (18-35) in Orange County and Korean American voters of all ages statewide

Do you have a secondary target audience? (i.e. high propensity Asian voters, liberal-progressive Asian Americans, etc...)

Young voters (18-35) in Orange County.

What are you communications and media tactics? (i.e. maximize impact through powerful in-language messaging, utilize field programs to directly communicate with your base, etc...) *

Our communication tactics are to produce in-language messages that reference other political experiences and memories shared in the Korean-speaking immigrant community (for example, themes from politics in South Korea) to improve the effectiveness of the message, and an offline-online two-pronged approach - for example, a newspaper advertisement being complemented by a campaign website that is highlighted in the ad, and the campaign site making cross references to its existing traditional media presence to increase its own credibility.

What communications and media channels would you utilize? (i.e. ethnic radio, YouTube, Facebook, etc...) *

30 Korean language Newspapers, Radio, TV, online zines, 10 English language media outlets, Twitter, Facebook, Instagram, Website, member newsletter mail, email newsletter, voter mail.

What content ideas do you currently have for the SCF Campaign? (i.e. member stories, Bayanihan, public resources help SEAA communities, etc...) *

Creating and distributing a series of tax related myth-busting analysis video presentations targeted to the Korean speaking immigrant community.

Are there communications and media projects you'd like to pilot during this campaign that AAPIFORCE can support with? (i.e. ethnic radio spots, chain mails, direct mail, etc...)

KRC plans to relaunch its podcast/youtube project for the 2019-2021 cycle.

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What are the cost estimates for some of your pilot communications projects? (i.e. cost of advertising, graphic designer, videographer, social media ads, etc.) *

This Podcast/YouTube project would require the following types of resources:

- A manager-level staff able to arrange and curate topics and moderate or lead panel discussions, at 50% FTE
- A technical editor at 30% FTE. For coordination purposes, it is best that the manager is the same person as the editor. Plus an initial technical setup of 40 hours.
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Are there other considerations and/or thoughts around our media and communications plan that you'd like to share?

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END of SCF Comms Survey

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Fullerton Copier/Scanner

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RicoH246!

20 headsets

Finance Dashboard Video Overview

What the spreadsheet does

- overview of income, expense, actuals, budgets
- compare actuals to budgets

How does it work

- Actuals in separate sheet, fed from source
- Budget directly in spreadsheet
- Budget monthlies: either manual or automatic
- Some subcategories closed on purpose
- Accounting Category, Departments consolidated
- How to handle overspends

What's next

- Review at Finance Team
- Regular update
- Adjust to Finance Team practices

Some risks

- Changing category consolidation
- Quickbooks structure
- Ongoing budget discussion

Gala-Income	FUNDRAISING	4500	Income	Community	KRC Event Donation
19-09	Actual				

POSTAGE AND DELIVERY	FUNDRAISING	800	Expense	Program
Postage and Delivery General	19-09 Actual			
PRINTING	FUNDRAISING	800	Expense	Program
General	19-10 Actual			Postage and Delivery

Volunteer Comms Training

- 3/6 Session:
 - 목적
 - 사전에 교육
 - 민족학교에 대해 좀 더 알아보기
 - 재미?
 - 주제 선정
 - 민족학교 역사
 - 민족학교 지난 활동
 - 똥가방 같이 읽기?
 - 영어?
 - 민족학교에서 필요로 하는 것
 - 메세지 및 프레이밍
 - 한국어 언론 홍보, 기자회견, 인터뷰
 - 웹사이트 포스팅, 소셜 미디어 포스팅
 - 웹사이트 내용
 - 회원 소식지
 - 팟캐스트/영상 소식, 생방송
 - 칼럼
 - 그 외 홍보물
 - 횟수, 일정, 장소
 - 요즘 관심있는 주제
- 3/19 7pm session)(이음카페): Twitter
 - 트위터 계정 만들어보기
 - 팔로워/팔로잉
 - 해시태그
 - 리플과 리트윗
 - 모바일
- 5/14 Civic Engagement Part 1 - Campaigns, Data
- 6/11 Civic Engagement Program Part 2, Phone Walks overview, c4 Intro, Mock Interview
- 6/25 Nonprofit Finance, c3/c4 Regulations,

- 7/9: Progressive and regressive frames, re-framing exercise
 - 사람들이 만들어내는 변화
 - 정치인이 아니라 사람
- 7/23 Youth Organizing
-

Storage Cleanup

- Steel
 - Housing
 - Health
 - Lac application and files
 - Rental files
- Steel 2
 - 가보리명
 - 가보리명
 - Empty
 - Empty
- Large steel
 - KRC finance
 - KRC senoor housing ldk
 - KRC finance office doc
 - Something else
- Large steel
 - Head phone set
 - T-shirts black
 - T-shirts banners
- Large Manila
 - Textbooks, KRC old housing counseling
 - Case file
 - Case files
- Large Manila 2
 - Paper tray and other supplies
 - Empty binders
 - Bags plastic
 - Clipboard and binders

Digital Team Website Bios

Lisa Liu works at KRC as a data and development associate and is passionate about social issues such as immigrant rights. She start as a volunteer and later became an intern at the

Orange County office by joining KRC's youth programs, FOREground and Leaders of New School, while studying at University of California, Irvine.

She graduated in 2016 with a B.A in Sociology and a minor in Anthropology. Her favorite thing to do, besides working, are to play games such as World of Warcraft, Starcraft, and Northgard, and to think about meows all day!

Yongho Kim's interests are in improving the effectiveness of KRC's systems and processes with a focus on technology. He develops the organization's capacity with PowerBase/CiviCRM database implementation, VAN & PDI, websites, design, language and cognitive accessibility, video production, logistics and communications. With 20 years of experience managing databases, he coordinated KRC's adoption of the California VoterConnect VAN in 2006 and provided data assistance to MIV, Korea Times, National CAPACD and the City of Whittier.

Yongho studied Cultural Anthropology (B.A.) at Macalester College in Minnesota, participating in ¡Adelante! and the Centro de Derechos Laborales. Before college, he lived 11 years in Chile with missionary parents, and is a session elder at Church of Peace, a Korean American PCUSA church. He is a fan of the computer game XCOM: Enemy Unknown.

In recognition of your commitment to improving the lives of working families, immigrants, communities of color, and much more.

Pope Text for Newsletter

(from Kang Nam)

우리는 매일 세수하고 목욕하고 양치질하고 멧을 내어보는 이 몸뚱이를 ‘나’ 라고 착각하면서 살아갑니다. 우리는 살아가면서 이 육신을 위해 돈과 시간, 열정, 정성을 쏟아 붓습니다. 예뻐져라, 멋져라, 섹시해져라, 날씬해져라, 병들지 마라, 늙지 마라, 제발 죽지 마라 등등. 하지만 이 몸은 내 의지와 내 간절한 바람과는 전혀 다르게 살찌고, 야위고, 병이 들락거리고, 노쇠 하고, 암에 노출되고, 기억이 점점 상실되고, 언젠가는 죽게 마련입니다.

이 세상에 내 것은 하나도 없습니다. 아내가 내 것인가? 자녀가 내 것인가? 친구들이 내 것인가? 내 몸뚱이도 내 것이 아닐진대, 누구를 내 것이라 하고, 어느 것을 내 것이라고 하던가? 모든 것은 인연으로 만나고 헤어지는 구름인 것을! 미워도 내 인연, 고와도 내 인연, 이 세상에서 누구나 짊어지고 있는 고통인 것을!

피할 수 없으면 껴안아서 내 체온으로 다 녹이자. 누가 해도 할 일이라면 내가 하겠다. 스스로 나서서 기쁘게 일하자. 언제 해도 할 일이라면 미적거리지 말고 지금 당장에 하자. 오늘 내 앞에 있는 사람에게 정성을 다 쏟아. 운다고 모든 일이 풀린다면 하루 종일 울겠다. 짜증 부려 일이

해결된다면 하루 종일 얼굴 찌푸리겠다. 싸워서 모든 일이 잘 풀린다면 누구와도 미친 듯이 싸우겠다.

그러나 이 세상일은 풀려가는 순서가 있고 순리가 있습니다. 내가 조금 양보한 그 자리, 내가 조금 배려한 그 자리, 내가 조금 낮춰 놓은 눈높이, 내가 조금 덜 챙긴 그 공간, 이런 여유와 촉촉한 인심이 나보다 더 불우한 이웃은 물론 다른 생명체들의 희망공간이 됩니다. 나와 인연을 맺은 모든 사람들이 정말 눈물겹도록 고맙습니다. 가만히 생각해 보면 이 세상은 정말 고마움과 감사함의 연속입니다.

Hotline Data

April 7

May 11

June 17

July 75

Aug 23

Sep 20