



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

February 13, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

February 13, 2008

10:30 a.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Wednesday, February 13, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 10:40 a.m.

Public Relations Sub-Committee

Will Ketchum, Chair
Diane Brunet, Member
Hazel Campbell, Member
Maria Coppola, Member
Hester Clark, Member
Ben Frazier, Member
Reggie Fullwood, Member
Clara McLaughlin, Member
Paul McCormick, Member
Bryant Rollins, Member
Melissa Ross, Member
Neill Vining, Member

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

WILL KETCHUM, Chair
DIANE BRUNET, Member
HESTER CLARK, Member
MARIA COPPOLA, Member
BEN FRAZIER, Member
MELISSA ROSS, Member
NEILL VINING, Member

ABSENTEE MEMBERS:

HAZEL CAMPBELL, Member
REGGIE FULLWOOD, Member
PAUL MCCORMICK, Member
CLARA MCLAUGHLIN, Member
BRYANT ROLLINS, Member

PROFESSIONAL STAFF:

Steve Rohan, Office of General Counsel

STAFF:

STEPHANIE BARNETT
KANDI BEGUE
ANNA BRADLEY
RACHEL DAVIS
SUSAN PELTER
LYNN RIX
RACHELLE M. SUNDY
GINNY WALTHOUR

OTHERS PRESENT:

Max Marbut, Daily Record
Doug Murr, Character First
Beth Kormanik, Times-Union

PROCEEDINGS

February 13, 2008

Public Relations Sub-Committee

10:30 a.m.

Call to Order and Comments. Chairman Ketchum called the meeting to order at approximately 10:40 a.m.

Purpose of Meeting. Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Public Relations Sub-Committee.

Chairman Ketchum welcomed the group and thanked them for their willingness to be in attendance. He stated that originally the question was what can we do quickly to get started and now the committee is inundated with things to be done.

Mayoral Staff, Susan Pelter, spoke to the committee about some housekeeping items, such as stating your name prior to speaking; parking and validation. Committee members Bryant Rollins, Hazel Campbell and Paul McCormick had advised staff that they would be unable to attend today's meeting.

Ms. Pelter recapped the recent events with Reverend Eugene Rivers, III. The key outcome was recognition that the high crime areas also have a high concentration of churches. Reverend Rivers' program advocates coming out of the church walls and into the community to minister. Therefore a key outcome of the workshop was the formation of a coalition of Jacksonville faith leaders to be led by Bishop Vaughn McLaughlin. Originally titled Jacksonville

Faith Based Violent Crime Reduction Coalition, a better name needs to be developed.

Last meeting there was a discussion on advertising meetings, however, after looking at the budget, it has been decided to use low-cost methods such as flyers in the libraries and the internet for now; and save advertising dollars for advertising meetings when *The Journey* reaches the public comment phase. It was suggested that we inquiry about having space for meeting notices donated. Good idea, but again, want to save that for the public comment meetings. There was discussion as to whether or not minority publications have been approached about donating space when the time comes. Clara McLaughlin mentioned this in previous meetings; Chairman Ketchum needs clarification from her as to exactly what was being offered. Diane Brunet-Garcia states that she has spoken with the Hispanic publications and they are willing to make space available.

Cynthia Harpman, Executive Director for Kesler Mentoring Connection made a presentation on existing efforts to grow mentoring in Jacksonville and opportunities to do more. They work as a clearing house to do background checks and train new mentors. Currently, they partner with about 50 mentoring programs. They have grown from 600 to 800 new mentors in past years to 1500 new mentors this year. There are currently about 2800 mentors in Northeast Florida with about 2200 in Jacksonville. The need is

estimated to be about 45,000. Big Brothers/Big Sisters has a 2-year wait list. Other mentoring programs are turning kids away daily due to a lack of mentors. One program has churches adopting a school. Another program set to launch in May, is Florida Cares with MAD DADS and *Essence Magazine*. This is a program to encourage African-Americans to be mentors.

www.mentorfirstcoast.com

www.mentoringconnection.com

Questions:

1. Is the definition of mentoring different in different cultures? Has there been an assessment of children who may be getting 35 hours or more of positive contact from a neighbor or other adult that is not a formalized relationship? Are there any programs for Spanish-speaking or adults/children with a Hispanic cultural affinity?

A: There are informal programs that resist being formalized because they fear background checks (although a criminal record does not necessarily prevent one from being a mentor), or fear of their program being dictated to. There does need to be an assessment of informal mentoring contacts, but how to accomplish? There are no known Hispanic programs or intentional pairings.

2. Do corporations offer incentives for their employees to mentor?

A: Most companies who have a mentoring program allow time off for their employees to mentor, about an hour a week. However, most of the large corporations who have mentoring programs

currently are on the Southside and their employees mentor on the Southside. There is a huge need for mentoring corporations on the Northside and Westside. Also needed is corporate involvement from the top down rather than from the bottom up. Having the buy in of the corporation and employees rather than just the employees is important for getting incentives such as time off and donations to the mentoring program of the employee's choice. This second incentive could be developed further to assist with funding shortages. It takes approximately \$800 to \$1,000 dollars to maintain one mentoring relationship for a year. When speaking to corporate America the message has been "mentor the workforce of tomorrow". Ms. Harpman will provide a list of current corporate partnerships.

3. What works best for getting new mentors?

A: Word of mouth has been most successful. One person sharing their experience with a friend or a group and showing that this is doable and rewarding. Speaking engagements and "Mentor Mixers" have been effective in the past. Mentoring Connection stays connected to mentors for 2 years after they leave a mentoring relationship. This does sometimes result in bringing the person back into a new mentoring relationship. Another method used by "Tipping the Scale" is bringing the mentorees to the workplace to watch, learn and possibly assist the mentor on the job.

Suggestions from the committee: Ambassador programs, video, social networks.

4. How can we do better?

A: Need more corporate involvement from the top level working down.

Findings:

Biggest mentoring needs: 1. Funding. 2. Getting into the corporate sector.

Biggest objections: 1. Time. 2. People do not feel they are qualified.

Public Relations first priority would be to drive supply. A reasonable goal would be to double the number of new mentors every year while maintaining 80% of the current mentors.

It was decided that the committee needs to meet with the heads of various mentoring programs and proceed from there.

Sub-Committee Reports:

Law Enforcement/Deterrence presented by Maria Coppola. Work groups are still meeting. Action items are being presented in their sub-committee meeting tomorrow, Thursday, 2/14/08, which she will attend.

Positive Youth Development from Clara McLaughlin presented by Ginny Walthour. They would like the PR committee to develop some type of mentoring campaign. This is their number one priority.

Intervention/Rehabilitation presented by Neill Vining. They need the PR committee's expertise to develop campaigns encouraging:

1. Corporations hiring ex-offenders. This will feature the new "one-stop shopping" portal of entry program being developed.

Also creating business to business ambassadors.

2. Generating stories through the Police Athletic League (PAL) to encourage volunteerism. (Mentoring).

Education, Truancy, Dropout & Literacy presented by Melissa Ross.

1. The Early Learning Coalition's Guiding Stars Program which is a rating system for daycare. It moves them from being custodial to becoming early learning centers. Talking with Mark Spann as he currently has a daycare rating feature. If he is not interested or unable to participate, Jennifer Waugh has expressed interest in being the face of this campaign. Maria Coppola noted that her company had worked on the initial PR piece for ELC until their funding ran out. Ms. Ross will develop into a concrete action item for the next meeting.

2. A second action item that will soon be coming out of this sub-committee is the hiring of 30 additional attendance counselors for truancy and community truancy teams. Possibility for an awareness campaign? What would the objective be?

3. A third discussion item is a pilot program for school uniforms. Again, what would the objective of a campaign be?

Neighborhoods Safety and Stability presented by Hester Clark.

1. This sub-committee has asked PR to promote the "Neighborhood Tool Kit" designed for starting a neighborhood association. However, there may be a duplication of efforts since this is promoted at the Mayor's Annual Neighborhood Summit.

2. Ms. Clark sees an opportunity to promote parks and after

school programs. Staff, Ms. Walthour and Ms. Pelter, will find out what the city is already doing to promote parks and neighborhoods so we don't duplicate our efforts, but can possibly build on what's there.

It was mentioned that PAL works in the parks a lot. There was a discussion about the Light the Night project. Nothing was mentioned in the last meeting. Staff will investigate the status of that project.

2. Action Items

1. JTA Bus Recordings by Ben Frazier - Passed with no opposition.
2. "Jacksonville Journey: The Extra Mile" award program by Maria Coppola - Four amendments were added:
 - A. Develop criteria
 - B. Use media relations to solicit submissions with announcement coming from the Mayor's Office.
 - C. Establish an e-mail and secondary method for accepting submissions.
 - D. Develop a review and selection committee.

Motions 3 and 4 were tabled.

3. Discussion Items

Adjournment Meeting adjourned at 1:00 p.m.