



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

March 10, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

March 10, 2008

10:00 a.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Monday, March 10, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 10:00 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
MARIA COPPOLA, Member
REGGIE FULLWOOD, Member
NEILL VINING, Member

ABSENTEE MEMBERS:

HAZEL CAMPBELL, Member
HESTER CLARK, Member
BEN FRAZIER, Member
PAUL MCCORMICK, Member
CLARA MCLAUGHLIN, Member
BRYANT ROLLINS, Member
MELISSA ROSS, Member

PROFESSIONAL STAFF:

None

STAFF:

ANNA BRADLEY
RACHEL DAVIS
SUSAN PELTER
LYNN RIX

OTHERS PRESENT:

Doug Murr, Character First

PROCEEDINGS

March 10, 2008

Public Relations Sub-Committee

10:00 a.m.

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

Purpose of Meeting. Each member of the Public Relations Sub-Committee had chosen a campaign to work on based on requests made by the subject matter sub-committees of *The Jacksonville Journey*. Some of those members were to make their presentations to the Chairman and Staff today. As this was focus of today's meeting, all the sub-committee members were not required to attend nor were they expected to be present other than for their presentation time.

Each presenter was asked to e-mail any revisions to staff by noon on Tuesday, March 11, 2008. These revised presentations will then be forwarded to the chair of the sub-committee making the request. Each sub-committee will include the Public Relations piece in their presentation to the Steering Committee.

The full presentations are available on *The Jacksonville Journey* website at: <http://www.coj.net/Mayor/Jacksonville+Journey/Minutes.htm>

10:00 a.m. Career Academies; Will Ketchum

Objectives:

- Within 5 years increase participation in Career Academies by

200% and prove demonstrable declines in the dropout rate.

- Within 5 years increase graduation rates of participants by 50%.
- Increase achievement of certificates of completion to 50% of all graduates.

Message Strategy: Provide belief in self and encouragement that life success is not dependent on academic success. "College may not be for me, but a career is." "I'm going to succeed; I'm just going to do it differently."

Budget:

Year One: \$90,000

Years Two - Five: \$75,000

10:30 a.m. Co-Teaching; Reggie Fullwood

Objectives:

- Raise awareness of the program.
- Retain well skilled and qualified teachers by offering the opportunity to teach on a part time basis - splitting time with a teaching partner. Thereby retaining quality teachers.

Message Strategy:

- Work with the Duval Teachers Union (DTU) to develop a strategic outreach campaign.
- Create an "e-harmony" type database to match compatible teaching partners.
- Create a direct mail campaign for the target audience.
- Offer this as a retention tool to exiting teachers.

Budget:

Original budget: \$11,000

After discussion it was decided that the budget should be revised.

Year One: \$20,000

Years Two - Five: \$15,000

11:00 a.m. Truancy and Penalties for Parents; Rachel Davis**Objectives:**

- Make parents aware of penalties that can be imposed on them if their children are truant.
- Decrease truancy among middle school and high school students.

Message Strategy:

- Attach a stern, concise letter from the State Attorney to the existing code of conduct that goes home at the beginning of the school year for parents to sign.
- Use earned media opportunity at beginning of the school year regarding the attendance policy.
- Re-instate the "parent roundup" from previous years. This involves a day when parents of habitually truant children are arrested by police and taken to jail.
- "Roll of Shame" in newspaper or Daily Billboards.

Suggested revisions:

Need a piece/resource for the parent of the rebellious child who cannot be physically controlled (i.e., the 6 foot son of the single mom).

Suggest to the Education Sub-Committee that the attendance policy be stricter. Currently penalties do not kick in until the 5th unexcused absence in a calendar month.

Budget: Minimal printing costs to be associated with mail outs to parents.

It was suggested that more costs be attached to this effort for the round up, roll of shame, etc.,

11:30 a.m. Promote School Attendance; Paul McCormick.

This presentation was postponed until Friday, March 14, 2008 when the remainder of the presentations will be made.

BREAK FOR LUNCH

1:30 p.m. No Snitching/Crimestoppers; Neill Vining

Objectives:

- To counter the "No Snitching" message in middle and high school students.
- Create awareness of the CrimeStoppers program in a non-threatening, safe way.

Presenter was asked to be more specific on measurements and growth goals. Need to figure a way to incorporate utilization measurements.

Message Strategy:

- Reverse "No Snitching" message - use culture to create results.
- Do not rely on school administration and faculty members to carry out program - must be students.

- Somewhat underground or guerrilla in approach.
- Reach students through familiar mediums - Myspace, urban radio stations, DVD, text messages.

Budget: \$47,000.

Presenter was asked to provide a break down of budget for year one and then years two - five.

2:00 p.m. Educational versus Custodial Care; Maria Coppola

Objectives:

- City-wide parental awareness of Guiding Stars.
- Awareness in the targeted zip codes.

Message Strategy:

- Targeted advertising and PR in a variety of alternative "news" and information sources.
- Special events in the targeted zip codes; perhaps in coordination with the parks and/or libraries in the area.
- Continued, sustainable public relations plan/campaign for all mainstream media.

Budget: \$95,000 to \$245,000 depending on marketing implementation method chosen. Costs can be further reduced by requesting pro bono work, corporate sponsorships, etc.

Presenter was asked to provide a budget for year one and years two through five.

2:30 p.m. Encourage Mentoring; Diane Brunet

Objectives:

- Bring the need for mentors "top of mind"
- Invite participation from all segments of community.
- Demystify the requirements of mentoring.
- Increase quality, quantity and retention of mentors.

Message Strategy:

- "Who Mentored You?" A variety of simple and direct messages designed to evoke emotions from practicality to gratitude to compassion.
- Engage top community, business and religious leaders in a kickoff summit and press conference.

Budget:

Year One: \$375,000

Years Two - Five: \$200,000

2. Action Items

None.

3. Discussion Items

None.

Adjournment Meeting adjourned at 3:00 p.m.