



Project Status

Public Relations

Will Ketchum

Status Summary

- **Overview of committee activities**
 - **Committee has met three times so far**
 - **PR Committee members assigned to other 5 sub-committees have attended meetings and reported possible action items back to committee**
 - **Several attended Rev. Eugene Rivers event**
 - **Implemented several action items related to marketing positive message of Jacksonville Journey**

Progress

- **Implemented general Jacksonville Journey campaign on JTA buses**
- **Providing support to Faith-based initiative**
- **Assisting Positive Youth Development committee with promotion of mentoring**
- **Creating Jacksonville Journey: “The Extra Mile” recognition program**
- **Continue to assist five committees with public relations and marketing support**

Attention Areas

- **List obstacles or challenges since last status update was given**
 - **Researching alternative means of marketing and “getting the word out” through:**
 - Diverse publications**
 - Public notices in library system, other locations**
 - Web-based vehicles**

Cost and Funding

- **Cost/Funding**

- Advertising space for JTA bus campaign was donated by JTA for as many weeks as we need it
- Trying to get donated space to advertise public meetings and have already secured verbal agreements with Hispanic publications

Implementation

- **Stakeholders in implementing program**
 - **Jacksonville Transportation Authority**
 - **Mentoring agencies**
 - **5 sub-committees**
 - **Media**
 - **Jacksonville citizens and communities**

Resources

- **Working with public and private agencies – such as JTA and Kesler Mentoring – to help implement subcommittee goals and action items**
- **Relying on PR committee's internal knowledge and expertise of local resources and marketing strategies**

Goals for Next Review

- **List goals for next review:**
 - **Continue to pro-actively direct Jacksonville Journey's positive messages through earned media, opinion editorials and donated ads**
 - **Formulate mentoring PR plan**
 - **Determine w/ coalition how best to support faith-based effort**