TELLING OUR STORY

CITY OF JACKSONVILLE COMMUNICATIONS STYLE GUIDE

A BRAND IS A STORY THAT IS ALWAYS BEING TOLD.

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The City of Jacksonville (COJ), through its employees and services, should promote a culture that reflects a commitment to citizens, respect, professionalism, exemplary service, and stewardship. This culture should be clear and consistent. Adherence to basic style guidelines helps by bringing the City's messaging to life, promoting the values and priorities of the administration, and strengthening the overall understanding and value (brand equity) throughout the region.

This communications style guide has been developed for employees to increase understanding of proper logo and tagline use, stationery templates, email signature blocks, typography, and exact color matching for COJ images. Any exception to these standards must be requested through the Public Affairs Office.

We appreciate your support and willingness to adhere to our branding standards to ensure a consistent image for the City of Jacksonville, Florida.

Public Affairs Office
City Hall at St. James
117 W. Duval St., Suite 240
Jacksonville, FL 32202
(904) 630-1895

PUBLIC AFFAIRS OFFICE

The Public Affairs Office is responsible for overseeing the execution and monitoring of communications efforts by establishing messages and procedures, and utilizing vehicles and mediums that increase public awareness and understanding.

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CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

LOGOS & TAGLINE

The City of Jacksonville, like organizations across the globe, uses symbols and unique images to represent itself and its messages. Logos appear on letterhead, business cards, vehicles, signage, and advertisements. Inconsistencies in the way the logo appears can impact and erode public trust and understanding. Adjustments or variations to the logo are not permitted. Please contact the Public Affairs Office for additional information.

MORE THAN JUST AN IMAGE

The City logo should appear prominently in all communication materials developed and distributed by the City of Jacksonville. In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and legibility of details. Revised or new logos, insignias, or other applications are prohibited.

The City of Jacksonville uses two logos. They include the **City Seal Logo** (with multiple variations) and the **COJ Text Logo**. The general rule of thumb is to use the City Seal Logo on all professional publications and documents, and reserve the COJ Text Logo for more informal uses such as email signatures. When in doubt ALWAYS use the City Seal Logo.

CITY SEAL LOGO

Blue & Silver Seal
Use for formal correspondence.

Black & White Seal
Use for general correspondence.

Black & White Seal (Inverted)
Use for printing on dark background.

IF YOU ARE NOT SURE WHICH LOGO TO USE, SELECT THE BLUE & SILVER SEAL. THIS IS THE OFFICIAL CITY LOGO AND CAN BE USED BY ALL CITY DEPARTMENTS.
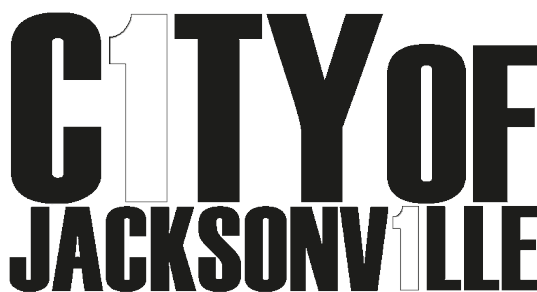
COJ TEXT LOGO

C1TY OF JACKSONV1LLE

COJ Text Logo (2 Color)
Stacked Version
Use for internal correspondence/email

C1TY OF JACKSONV1LLE

COJ Text Logo (Black & White)
Stacked Version
Use for internal correspondence/email

C1TY OF JACKSONV1LLE

COJ Text Logo (2 Color)
Horizontal Version

C1TY OF JACKSONV1LLE

COJ Text Logo (Black & White)
Horizontal Version

The COJ Text Logo uses Haettenschweiler font.

TAGLINE

ONE CITY. ONE JACKSONVILLE.

The COJ tagline uses Century Gothic font.

Logo may be used without tagline, but tagline must always be accompanied by logo.

CORRECT USAGE:

ONE CITY. ONE JACKSONVILLE.

one city. one jacksonville.

Do not use lowercase letters.

ONE CITY. ONE JACKSONVILLE.
Public Affairs Office

Do not add sub-brand text.

ONE CITY. ONE JACKSONVILLE.

Do not use small caps.

ONE CITY. ONE JACKSONVILLE

Do not add letter spacing.

ONE CITY. ONE JACKSONVILLE

Do not substitute another typeface.

One City. One Jacksonville.

Do not use two different font types.

ONE CITY. ONE JACKSONVILLE.

Do not tighten letter spacing.

ONE CITY. ONE JAX.

Do not abbreviate Jacksonville.

ONE CITY. ONE JACKSONVILLE.

Do not add sub-brand insignias.

~~One City, One Jacksonville~~   ~~One City.
One Jacksonville.~~

Do not change punctuation, cap style or number of words per line.

PREVIOUS LOGOS NO LONGER IN USE

The COJ "Where Florida Begins" logo was created by a previous administration. Although it is no longer in use, COJ seeks to be fiscally responsible with the phase out. Any department with materials bearing this logo should use and deplete current stock before ordering new printed materials. Any new printed materials and/or electronically produced documents should be updated and adhere to the style guidelines referenced in this document. For additional identity standards not found in this guide, or for questions, please contact the Public Affairs Office.

This logo was commissioned by Lenny Curry's Mayoral campaign. Please use the City Seal Logo or COJ Text Logo instead.

EXCLUSIVE LOGOS

These variations on the City Seal are exclusive to a specific department or use.

Used exclusively by Public Works

Used exclusively for Mayoral proclamations

Used exclusively by City Council

Used exclusively by Office of Inspector General

CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

COLORS

To ensure color consistency of logos and images, please adhere to these specifications and reproduction methods recognized by reputable vendors. Final printed colors can vary considerably depending on paper stock, the amount of ink applied and the printing process used.
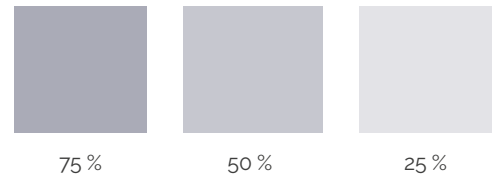
BLUE 1 (SEAL)

RGB: 31 | 79 | 115
CMYK: 93 | 69 | 33 | 17
Hex: #1f4f73

75 %   50 %   25 %
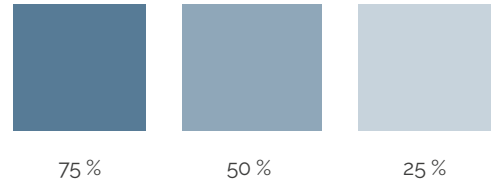
Found in the Blue & Silver Seal Logo.

SILVER (SEAL)
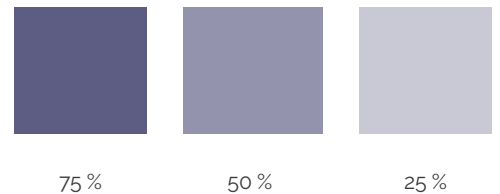
RGB: 142 | 144 | 159
CMYK: 47 | 39 | 28 | 1
Hex: #8e909f

75 %   50 %   25 %

Found in the Blue & Silver Seal Logo.
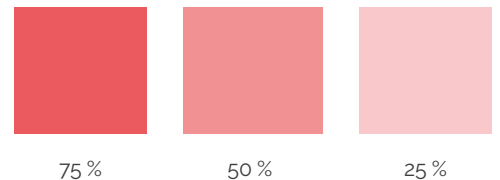
BLUE 2 (COJ TEXT)

RGB: 27 | 20 | 100
CMYK: 100 | 100 | 26 | 25
Hex: #1b1464

75 %   50 %   25 %

Found in the COJ Text Logo.

RED (COJ TEXT)

RGB: 238 | 28 | 36
CMYK: 0 | 99 | 97 | 0
Hex: #ee1c24

75 %   50 %   25 %

Found in the COJ Text Logo.

TYPOGRAPHY

Below are the primary and secondary typography (fonts) to be used for desktop publishing, correspondence and web-based communications. Other typefaces should not be used.

PRIMARY FONT: Arial

A contemporary sans serif design, Arial contains oval shapes and variations in stroke thickness to create a more graceful, human appearance than many of its predecessors and as such is more reflective of the twentieth century. The overall treatment of the curves is softer and fuller than in most industrial-style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

Arial Narrow	*Arial Narrow Bold Italic*	**Arial Bold**
Arial Narrow Italic	Arial Regular	***Arial Bold Italic***
Arial Narrow Bold	*Arial Italic*	**Arial Black**

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )

SECONDARY FONT: Calibri

Calibri is a humanist sans serif typeface featuring subtly rounded stems and corners that are visible at larger sizes. In italics, there are noticeable calligraphic influences that are common in modern typefaces. In Microsoft Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel and Outlook. It continues to be the default in Microsoft Office 2010, 2013 and 2016, and it is now the default font in Office for Mac 2016.

Calibri Light	Calibri Regular	**Calibri Bold**
Calibri Light Italic	*Calibri Italic*	***Calibri Bold Italic***

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SECONDARY FONT: Times New Roman

Steeped in tradition, the Times New Roman typeface has been described as one of the most familiar and recognizable typefaces in the world – and has been used for nearly every typographic application imaginable. Times New Roman is considered an exceptionally legible design that translates well to hard copy and on-screen environments. Through distribution with Microsoft products and as a standard computer font, it has become one of the most widely used typefaces in history.

Times New Roman Regular	**Times New Roman Bold**
Times New Roman Italic	***Times New Roman Bold Italic***

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SECONDARY FONT: Century Gothic

A spacious, modern version of a classic mid-century font, the Century Gothic design embodies the digital age with its sleek sans serif style, but still retains the graceful geometric look common to early 20th-century typefaces. It is supported by all major browsers on the web and is therefore considered a "safe" font to use for web design as it translates well across multiple platforms.

Century Gothic Regular	**Century Gothic Bold**
Century Gothic Italic	***Century Gothic Bold Italic***

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

LETTERHEAD

City letterhead should only be used for official business purposes and correspondence. Without prior consent, no City letterhead should be revised, adapted, or contain the name of individuals in the header other than the mayor. Logo and address placement must be retained and no other insignias or wordmarks should appear on the letterhead.

Envelopes that accompany City letterhead should feature the black & white COJ seal and a return address that corresponds with the department/division address used in the signature block of the letter.

LETTERHEAD AND MEMORANDUM TEMPLATES ARE AVAILABLE AT WWW.COJ.NET/GRAPHIC-ARCHIVE

BUSINESS CARDS

Business cards should also adhere to the same guidelines and are available via the Copy Center. Email business card requests to copycenter@coj.net and make sure to include the following information:

- Department
- Name
- Title
- Division/Office (Optional)
- Address
- Phone number
- Fax number
- Cell phone number (optional)
- Email address

Department Name
First and Last Name
Job Title

Division/Office (Optional)   Phone: (904) xxx-xxxx
Street Address   Fax: (904) xxx-xxxx
City, State ZIP   Email: xxxxxx@coj.net

Business cards are restricted to landscape orientation and must use title case (Public Affairs Office) or small caps (PUBLIC AFFAIRS OFFICE). All caps (PUBLIC AFFAIRS OFFICE) is prohibited.

Typically, business cards are one-color and feature the black & white COJ seal. Use of the gold foil seal has been traditionally reserved for the business cards of mayoral appointees. Any use of or changes to this printing practice should be directed by the mayor.

OFFICE OF THE MAYOR
JOHN DOE
PUBLIC COMMUNICATIONS OFFICER

City Hall at St. James   Phone: (904) xxx-xxxx
117 W. Duval Street, Suite 240   Fax: (904) xxx-xxxx
Jacksonville, FL 32202   Email: xxxxxx@coj.net

Departments/Divisions/Offices with established logos may use them in place of the black & white seal. If the logo features the Division/Office name in place of the Department Name, please include the Department Name above the address. See examples below:

JACKSONVILLE PUBLIC LIBRARY
Start Here. Go Anywhere.
First and Last Name
Job Title

Division/Office (Optional)   Phone: (904) xxx-xxxx
Street Address   Fax: (904) xxx-xxxx
City, State ZIP   Email: xxxxxx@coj.net

Animal Care & Protective Services
NEVER STRAY FROM HOPE.
First and Last Name
Job Title

Neighborhoods Department   Phone: (904) xxx-xxxx
Street Address   Fax: (904) xxx-xxxx
City, State ZIP   Email: xxxxxx@coj.net

Neighborhoods Department
First and Last Name
Job Title

Neighborhood Services Office   Phone: (904) xxx-xxxx
Street Address   Fax: (904) xxx-xxxx
City, State ZIP   Email: xxxxxx@coj.net

EMAIL SIGNATURE

Email signatures should appear in one of the following approved configurations:

Text Only
Name
Title
City of Jacksonville Ι Department
Street Address
City, State Zip
Office Phone #
Cell Phone # (Optional)
www.coj.net

Text + Logo & Tagline
Name
Title
City of Jacksonville Ι Department
Street Address
City, State Zip
Office Phone #
Cell Phone # (Optional)
www.coj.net (Optional)
[LOGO & TAGLINE]

Jane Doe
Public Communications Officer
City of Jacksonville | Public Affairs Office
117 W. Duval Street, Suite 240
Jacksonville, Florida 32202
(904) 123-4567
www.coj.net

Jane Doe
Public Communications Officer
City of Jacksonville | Public Affairs Office
117 W. Duval Street, Suite 240
Jacksonville, Florida 32202
(904) 123-4567

C1TY OF JACKSONV1LLE
ONE CITY. ONE JACKSONVILLE.

Jane Doe
Public Communications Officer
City of Jacksonville | Public Affairs Offi
117 W. Duval Street, Suite 240
Jacksonville, Florida 32202
(904) 123-4567

ONE CITY. ONE JACKSONVILLE.

* *Including the City website URL in the text block is optional if you hyperlink the logo to http://www.coj.net.*

* *Including social media icons or text links is optional. Social media icons or text links should be placed below the logo/tagline and connect to official City of Jacksonville social media channels. You can find a full list at http://www.coj.net/departments/public-affairs/social-media.aspx.*

**Please use approved primary and secondary fonts
(Arial, Calibri, Times New Roman or Century Gothic).**

**Please refrain from including motivational messages, scriptures,
background colors, gradients, textures, patterns, or pictures in your email.**

**Please use the Blue & Silver City Seal Logo or COJ Text Logo. Limit the size of the logo
to no more than 150 pixels wide. You can download pre-sized image files at
http://www.coj.net/departments/public-affairs/graphic-archive**

Please be mindful that attached images increase file sizes that may delay or affect delivery.

**PLEASE NOTE THAT UNDER FLORIDA'S PUBLIC RECORDS LAW, COMMUNICATIONS
TO AND FROM CITY OF JACKSONVILLE OFFICIALS ARE SUBJECT TO PUBLIC DISCLOSURE.**

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MARKETING COLLATERAL

FLYERS, POSTERS AND OTHER PRINT PRODUCTS

When designing flyers or posters, strive for simplicity. In general, use clean, sans serif typefaces. Ornamental typefaces should be used sparingly. Be consistent in the use of a typeface within a document, unless the varying type is used as an illustrative concept.

Avoid adding type on photos and other graphics, unless it is clearly readable and the type does not interfere with the subject below it. For example, text in a large area of sky or simple area is more acceptable than type over a person's image. In general, make sure the type is readable and there is enough contrast between the type and the color or image below. Readability of type includes the avoidance of drop shadows.

Avoid huge blocks of type, or small, unreadable type. If the document contains a lot of information, try to break up the type into easily digestible areas with creative use of lines, color, or graphics. If using more than one color, try to use complimentary color combinations.

Provide enough space to clearly display the City of Jacksonville seal logo, so that there is a clear presence and understanding of City of Jacksonville involvement or sponsorship.

For sensitive subject matter, do not use bright colors, photos, or graphics.

Complementary   Analogous   Triadic   Split Complementary   Tetradic
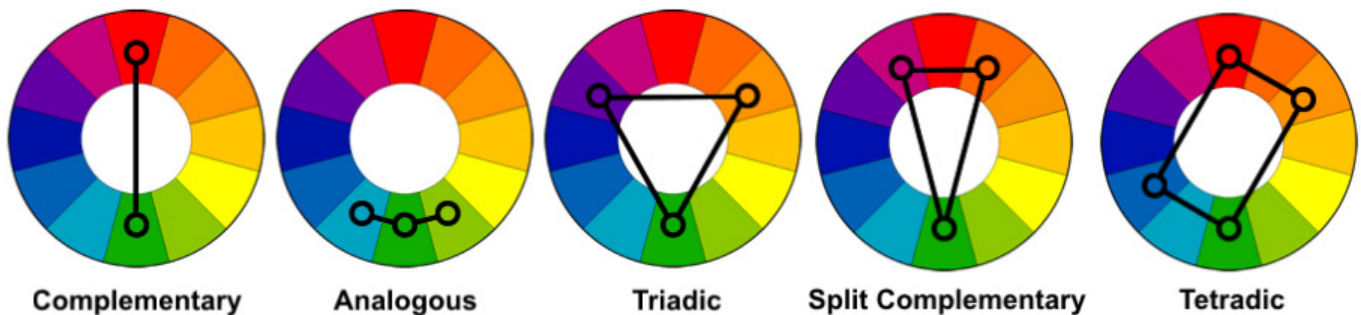
Some useful resources for graphic design include:

- Canva: https://www.canva.com/

- Freepik: http://www.freepik.com/

- DaFont: http://www.dafont.com/

EXAMPLE #2: PROFESSIONAL DESIGN

Use this example to design fliers, posters, brochures, and other materials to promote City events and information that requires a professional appearance. For example: town hall meetings, information sessions, important notices, etc.

PLEASE JOIN MAYOR CURRY FOR A COMMUNITY CONVERSATION

OUR FUTURE: ADDRESSING YOUTH VIOLENCE IN OUR COMMUNITY

THURSDAY, FEB. 11 6-7:30 P.M.
FSCJ NORTH CAMPUS - AUDITORIUM C126
4501 CAPPER RD., JACKSONVILLE, FL 32218
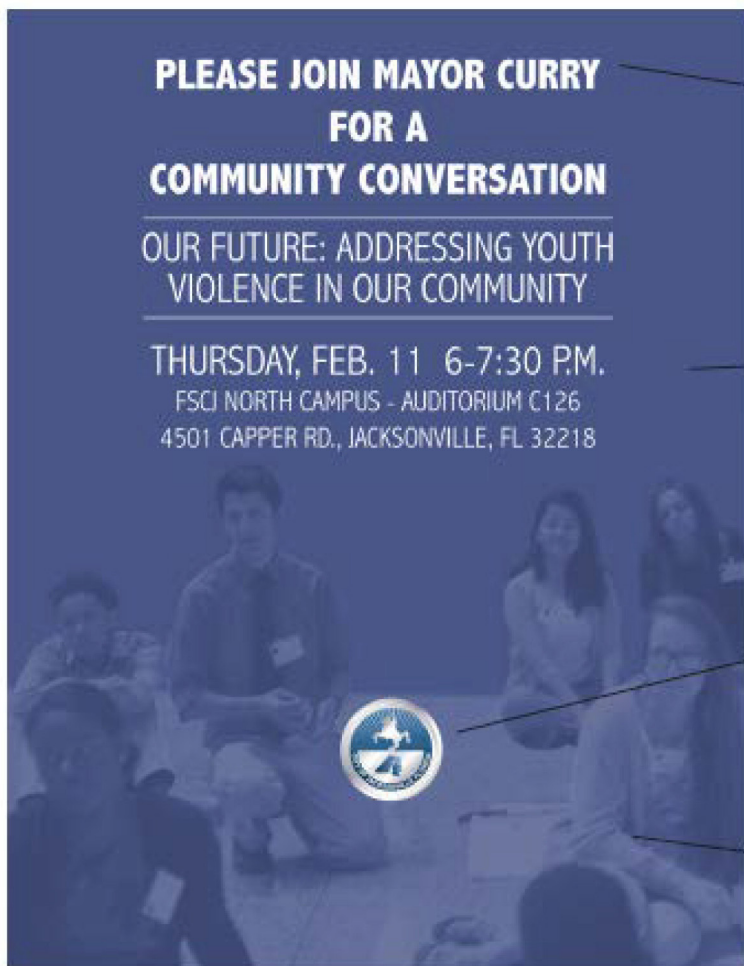
Clean, consistent typeface, separated into small sections.

Vibrant but not obtrusively bright and showy color choice.

Logo displayed prominently, but not too large or overt.

Photos and/or graphics are relevant and consistent.

CITY OF JACKSONVILLE COMMUNICATIONS STYLE GUIDE

EXAMPLE #2: CASUAL DESIGN

Use this design example for the development of materials to promote recreational events.
For example: movie nights in parks, summer camps, pool openings, recreational classes, etc.

Bold and still readable typeface

Brighter colors consistent with the subject matter

Large, defining main graphic

Use simple graphic features to separate elements

EXAMPLE #3: ADA COMPLIANT DESIGN (REQUIRED BY LAW)

Whenever a state or local government provides information in written form, it must, when requested, make that information available for use by individuals who are visually impaired. These requests are managed by the Disabled Services Division. To support compliance, please include the following text at the bottom of your public outreach materials:

Pursuant to the Americans with Disabilities Act, accommodations for persons with disabilities are available upon request. Please allow 1-2 business days' notification to process; last minute requests will be accepted, but may not be possible to fulfill. Please contact Disabled Services at; VM 630-4940, TTY 630-4933, or email your request to klmcdan@coj.net.

Posting Marketing Materials to City of Jacksonville Website or Employee Portal

PDF documents, and image based formats such as .jpg or .png, are often not accessible to visually impaired persons who use screen readers and people with low vision who rely on text enlargement programs or different color and font settings to read computer displays. The solution is to ALWAYS provide documents in an alternative text-based format, such as HTML or RTF (Rich Text Format). Text-based formats are the most compatible with assistive technologies.

YOU CAN ACCESS THE ADA BEST PRACTICES TOOL KIT FOR STATE AND LOCAL GOVERNMENT AT HTTPS://WWW.ADA.GOV/PCATOOLKIT/TOOLKITMAIN.HTM

CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

PUBLIC RECORDS REQUESTS

Florida has a public records law which allows any person to inspect or copy any record made or received in connection with government business, unless it IS exempt by law [Florids Statues [Chapter 119.01 (1)]. This law is extremely broad, and in recent years, challenges have been made by activists leading to lawsuits for technical violations of the statute. You can prevent this by keeping a few simple rules in mind.

Access to public records is a constitutional right in Florida. Records must be provided within a reasonable timeframe. Reasonableness depends on the nature and volume of the records requested. It does not necessarily mean immediate access, especially when the records require legal review for redaction of confidential or exempt information as provided by law.

What do I do if I receive a public records request in my email?
If the request is from a media organization, forward the request to the Public Affairs Office. If the request is not from the media, forward the request to 630CITY@coj.net.

What do I do if I receive a public records request by phone?
If the request is from a media organization, refer them to the Public Affairs Office. If the request is not from the media, refer them to 630-CITY.

What do I do if someone walks in off the street to ask for public records?
If the individual is a member of the media, refer them to the Public Affairs Office, located at 117 W Duval St., Suite #240, Jacksonville, FL 32202. If the person is not a member of the media, refer the person to 630-CITY, or document the details of their request and refer it to 630-CITY on their behalf.

Am I required to create records or re-format existing records upon request?
No. The law requires that agencies provide records as they exist in the normal course of business.

How to respond to public records requests:

GOOD IDEA	BAD IDEA
"How can I help you?"	"Who are you? Can I have your contact info?"
"What specifically are you looking for?"	"Why do you need that?"
"I'm happy to assist you."	"We don't have that. Call someone else."
"How would you like to be contacted?"	"I need you to submit this in writing."
"I will share your request and ensure we follow up with you."	"I'm busy. Come back later."

MAYORAL CORRESPONDENCE

COMMEMORATIVE LETTERS

Commemorative letters from Mayor Lenny Curry may be requested for the following, according to established guidelines developed by the Public Affairs Office:

- **Milestones** of businesses, churches, organizations, nonprofits and other Duval County agencies on the following milestone years: 10, 15, 20, 25, 30, 35, 40, 45 and 50+.
- **Anniversaries** of married couples residing in Duval County on the following milestone years: 50, 55, 60, 65, 70 and 75+. Letters are not granted on an annual basis and are reserved for significant years as determined by the Public Affairs Office.
- **Welcome** for locally hosted conferences or conventions, and citywide events, both public and private. These gatherings should be of significant benefit to the city in general and consist of a minimum 200 attendees.
- **Congratulations** for locally hosted fundraisers for nonprofit organizations with a local presence. These gatherings should be of general benefit to the well-being of the city, as well as represent a significant portion of the citizenry.
- **Celebrations** for family and school reunions hosted within Duval County limits.
- **Appreciation** to individuals or organizations who have made significant contributions to the improvement of the city, is a long-time resident of Jacksonville for 50+ years, or has made some other notable impact citywide, including acts of heroism.
- **Birthdays** of centenarians or other milestone birthdays at or above 75 years. Limit of one letter per individual. Letters are not granted on an annual basis and are reserved for significant years as determined by the Public Affairs Office.
- **Eagle Scout & Girl Scout Gold Award** commendations. Limit one letter per Scout after successful completion of final project and approval of requesting troop.
- **Graduation** congratulations to students completing post graduate studies and earning Masters and Doctorate level degrees.
- **Retirement** greetings to (1) members of the military upon honorable discharge or completion of career, (2) residents retiring after 20 years or more or City employees retiring after 10 years or more.
- **Military** greetings to Jacksonville residents entering service in the Army, Marines, Navy, Air Force, National Guard, or Coast Guard.

* *Only one copy of commemorative letter is provided in each instance, and the administration reserves the right to review, reject and/or accept all requests.*

* *A courtesy copy of publications/magazines incorporating a mayoral letter should be mailed ATTN: Mayoral Correspondence to the following address: Public Affairs Office, City Hall at St. James, 117 W. Duval St., Suite 240, Jacksonville, FL 32202.*

CEREMONIAL PROCLAMATIONS

Ceremonial proclamations from Mayor Lenny Curry may be requested according to the following guidelines. Understanding that proclamations, by their form and function are discretionary, they are reserved for very specific occasions as detailed below. Often, requests that do not meet the prescribed parameters may be granted a mayoral letter.

- **Anniversaries** of businesses, organizations, nonprofits and other Duval County agencies on the following milestone years: 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, and 100+.

- **Designations** of parks, streets or other public markers recognized as significant historic locations within Duval County.

- **Honorary Citizenship** to nationally recognized heroes, guests, entertainers/artists, dignitaries (foreign or domestic) as a welcome to Jacksonville and commemoration of his/her impact on both our city and the nation.

- **Recognition** of deceased individuals who made significant contributions to the improvement, well-being or growth of Jacksonville as a city, as well as recognizing the great impact of the selected individual as a devoted citizen.

- **Awareness** of broad, national, global issues directly affecting our city in a profound way. Educating the general public on specifics involving how to protect from, prevent, research or eradicate the issue.

- **Community Outreach** to support local organizations and events that have a positive impact on Jacksonville's quality of life in an effort to increase awareness and/or advocacy.

* Only one copy of ceremonial proclamation is provided in each instance, and the administration reserves the right to review, reject and/or accept all requests.*

Once a quarter, Mayor Curry hosts a Proclamation Presentation Ceremony in City Hall, highlighting a few of the organizations receiving proclamations. By invitation only.

SOCIAL MEDIA

ACCEPTABLE USE POLICY

This policy applies to all employees who participate in any form of social media, including those performing work on behalf of the City of Jacksonville such as full-time, part-time, contract and temporary employees.

Definition: Social media includes a variety of applications, usually web-based, which allow users to share content, interact with each other and develop communities around similar interests. Some examples are blogs, websites, wikis, vines, discussion threads, comment sections and social networks. Social networks include (but are not limited to) Facebook, Twitter, YouTube, Instagram, Snapchat, Pinterest, Google+, Tumblr, Myspace, Vimeo, Reddit, Periscope, Flickr, and other similar sites.

Employees' Rights: Under the Public Employees Relations Act, employees have the right to engage in "concerted activities for the purpose of collective bargaining or other mutual aid or protection." This policy shall not be enforced, in a manner that abridges or interferes with that right, rights under the First Amendment to the United States Constitution and the Florida Constitution, or rights under any other law.

Authorized Spokespersons of the City: Employees may not represent themselves as a spokesperson for the City. If any City business, functions or activities are the focus or subject of the communication, the speaker should make it clear that the communication is his or her opinion and in no way represents the position or interests of the City, fellow employees, suppliers, contractors and other persons working on behalf of the City, or citizens. Do not create a link from your blog, website or other social networking site to a City website without identifying yourself as a City employee. If the City is a subject of the content you are creating, be clear and open about the fact that you are an employee. If you do publish a blog or post content online related to the work you do or subjects associated with the City, in order to make it clear that you are not speaking on behalf of the City it is best to include a disclaimer, such as, "The postings on this site are my own and do not necessarily reflect the views of the City of Jacksonville or its representatives."

Some individuals performing work on behalf of the City will, by the nature of their positions, be knowledgeable about certain aspects of the City and may be authorized to speak on behalf of the City. **THE CITY'S SOCIAL MEDIA PARTICIPATION IS MANAGED THROUGH THE PUBLIC AFFAIRS OFFICE** in order to maintain the integrity of the City's overall communication strategies and programs. Public Affairs will establish accounts over various platforms of social communication in an incremental manner but will limit participation in order to maintain the quality of the City's presence in the digital arena. If you have any questions about this policy, please contact the Public Affairs Office at (904) 630-1895.

CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

SOCIAL MEDIA GUIDELINES AND DISCIPLINARY POLICY

As public employees, certain restrictions apply regarding social media.

1. Employees must follow the current *Electronic Communications, Equipment and Media Policy* of the City and refrain from using social media for non work-related matters while on work time or on City-issued equipment.

2. Although there is no restriction on the personal use of social media outside of the office, good judgment is encouraged. Any time an employee chooses to write, post or submit something within the realm of social media it should be remembered that such items become public. Employees may not post internal reports, policies, procedures or other internal business-related communications of the City or its suppliers, vendors, contractors and other persons performing work on behalf of the City.

3. This policy is not intended to intrude on employees' privacy or interfere with their legal rights. However, employees may be subject to disciplinary action for social media activity referring to any City office or function, other City employees, or citizens that is:

   • obscene

   • false or defamatory (a communication made with the intent to harm a person's reputation or made with reckless disregard for whether the statement is true or false)

   • likely to create a hostile work environment on the basis of a person's race, color, national origin, sex, age, disability, religion or any other status protected by law or City policy

   • coercive or threatening

   • likely to create a real threat of immediate disruption in the workplace

PRESENTATIONS

SLIDESHOW (POWERPOINT) GUIDELINES

Provided below are some helpful tips to consider before compiling a slideshow presentation.

- **Keep it Simple:** Avoid overloading your audience with too much information. Your slides should provide informative, but brief and concise information on your presentation.

- **Limit the number of words on each screen:** Use key phrases and include only essential information.

- **Use a consistent look and feel:** When possible, use the provided guidelines for posters and flyers.

- **Limit punctuation and avoid putting words in all capital letters.**

- **Use contrasting colors for text and background:** Light text on a dark background is best. Avoid patterned backgrounds that can reduce readability of text.

- **Avoid the use of flashy transitions:** These features may seem impressive at first, but are distracting and dated.

- **Do not overuse special effects:** Overusing animation and sounds in your presentation can detract from the overall messages.

- **Use quality images that reinforce and complement your message:** Ensure that your image maintains its impact and resolution when projected on a larger screen. Some useful resources for images include:

  - City of Jacksonville Flickr account: https://www.flickr.com/photos/cityofjax/

  - Pixabay: https://pixabay.com/

  - Stockvault: http://www.stockvault.net/

  - Wikimedia Commons: https://commons.wikimedia.org/wiki/Main_Page

- **Limit the number of colors on a single screen:** This helps to keep a unified and professional appearance.

- **Limit the number of slides:** Presenters who constantly change slides are likely to lose the interest of their audience. A good rule of thumb is to use one slide per minute.

- **Do not read from your slides:** The content of your slides is for the audience, not for the presenter.

A SAMPLE SLIDESHOW PRESENTATION CAN BE FOUND AT WWW.COJ.NET/GRAPHIC-ARCHIVE.

WEBSITE

The City's internet presence markets our programs and services and facilitates our ability to operate effectively. The site's design and use of the Content Management System (CMS) are the result of extensive research, analysis and planning and represent our best efforts to meet the changing needs of residents and departments.

The standards and guidelines were developed to present a uniform website that is easily navigated and contains useful information. By adhering to standards and guidelines, all of us contribute to the effectiveness of www.coj.net.

City departments are expected to follow the standards and guidelines for web development as identified in this document. Web content managers who consistently fail to follow these standards may lose their access rights.

The www.coj.net website is managed by representatives from both the Public Affairs Office and Information Technologies Division, operating under the guidance of the Mayor's Office. Web content developers throughout city government also have an ongoing role in the success of this website.

A Kentico 10 CMS Desk Content Management User Guide is available to Web Content Managers. Request a copy from the Public Affairs Office or Information Technology Department at ITDServiceDesk@coj.net.

ROLES

Author/Editor: Any person who has been given rights to create content on the Kentico CMS system. Rights are given only for specific pages within a division or department's website. In some cases, rights will include full publishing rights to the Internet, and in other cases, rights are limited to the referral of changes to a Department Web Coordinator/Moderator.

Web Content Manager: Any person specified within a particular department responsible for working with subject matter experts to assess the type of information available on the website; reviewing existing posted material; setting priorities; researching and gathering content (text, graphics and links); and serving as the ongoing liaison between the department, Public Affairs and Information Technologies departments. Based on departmental preference, this person may have approval rights for all changes made by Author/Editors.

Webmaster: This is a trained communications professional in the Public Affairs Office.

GENERAL STANDARDS/RESPONSIBILITIES

AUTHOR/EDITOR
The subject matter expert for a specific area. As such, he/she has a responsibility when presenting material on the Internet to:

- ensure the accuracy and timeliness of the information presented;
- offer readers professional design and quality presentation;
- abide by City of Jacksonville publishing and identity standards;
- update published information regularly;
- understand and comply with copyright, privacy, intellectual property and libel laws; and
- respond to inquiries and comments regarding published material.

UNDERSTANDING WEB PAGE PLANNING AND CONTENT DEVELOPMENT
Planning is an integral part of website development, in its initial and ongoing phases. The first step in site planning is to establish the site's purpose by posing the following questions:

- Who are your target audiences?
- What does your division/department do? What information and/or services do you provide?
- What are you trying to achieve by developing a site? What are the goals of your site?
- Why would your audience(s) want to visit your site?

If possible, target audiences should be surveyed about what information and services they need from your site. The internal audience perceptions of your organization may differ from those of visitors. Develop content that serves and meets audience needs. In addition, ask users to prioritize the importance of that information.

Next, develop a hierarchical outline for the site's content.

Determine the architecture and flow of your site. On a sheet of paper, draw a blueprint or outline of your site with the main page at the top and subcategories/subpages following. The main page should be general, with links connecting users to subpages with more specific information. Useful and readable content will contribute to effectiveness.

Write copy and information based upon the answers to the questions above, making sure it is written in terms audiences will understand.

WRITING CONTENT FOR THE WEB
Some general rules for writing web content.

- **Write tight:** Web content should be brief and concise. A common suggestion is to write 50 percent less text for the web than for printed materials.

- **Write for scanability:** "Chunk" information beneath prominent, descriptive headlines. Use bulleted lists to maximize quick retrieval of information. Minimize scrolling by creating a table of contents with appropriate anchor links to subheadings within the document.

- **Context:** Make each document understandable on its own (i.e. the content can still be identified if extracted and printed independently).

- **Write with appropriate tone:** Write in a tone reflective of the professionalism of City government.

- **Use proper grammar and punctuation:** If in doubt, check it out. Remember, what you write represents Jacksonville to the world.

- **For consistency, www.coj.net relies on the Associated Press Stylebook (see page 28).**

- **Write in language understandable to your audiences:** Avoid using terminology unless appropriate or required for the site. Avoid the use of internal jargon, acronyms and abbreviations that may not be known to outside users.

- **Update content regularly:** To maximize the effectiveness of sites, keep content fresh and accurate.

- **Internal vs. External Content:** Make a clear distinction between City-developed content and communicate appropriately.

- **Include alternate text for every graphic element included on a page.**

- **Check Your Pages:** Spell check and proofread all pages before publishing, and verify the information is accurate, current, and attributed appropriately.

CONTENT MANAGEMENT SYSTEM (CMS) TEMPLATE USE
One means of ensuring web design standards is the use of web page templates. This site uses a set of templates to assure that certain design elements such as branding, navigation, contact information and content are all included on each web page in a similar location for easy identification by website users. Without these important standards, site users would face difficulty in accessing and navigating www.coj.net.

Deviation from these standards impairs the ability of the Public Affairs Office and ITD to troubleshoot departmental needs and integrate additional functionality such as data delivered through a database. By following these standards, departments are positioned to tap into assets developed and available for your use. Additionally, templates allow changes to be made in one place while automatically updating pages throughout the entirety of the website.

Additional information on available templates is found in the Kentico CMS Desk Content Management User Guide.

RIGHTS TO THE CONTENT MANAGEMENT SYSTEM
All authors/editors and web content managers creating and maintaining content must complete introductory training with a Public Affairs Office representative. Any author/editor or web content manager not conforming to the standards identified in this document, or who continuously demonstrates an inability to work within the City's content standards, may have publishing rights revoked.

Utilizing outside consultants (anyone who is not a City employee) for web content and support is discouraged and poses a great risk for the department. Designated persons within departments are responsible for the website. This person is responsible for ensuring all web publishing guidelines are followed. In addition, no links or banner ads soliciting services should be on the departmental site; this constitutes an advertisement on City-owned property, which is not permitted.

CONTENT STANDARDS

All department and division home pages should provide a brief introduction to the department, division or activity, along with optional text links to other areas of the site. In addition, home pages should contain a telephone number, an email contact, a physical address and a mailing address if different from the physical address.

Try to limit home page content so users are not forced to "scroll" for further information (based on 800 x 600 screen resolution). Sub-pages may contain more information, but should not exceed three screen lengths of content unless the site is providing data-intensive information. Information provided as text (not graphics) within the main content area of the page, regardless of template style, will facilitate search engine indexing.

"Under-construction" pages are prohibited on City websites.

It is important to preview and test web page(s) frequently:

- Seek out members of your target audience and solicit their feedback on initial page designs, screen captures or HTML prototypes of your site.
- View pages in different browsers (e.g. Explorer, Safari, Firefox, Chrome). Since different browsers often support different technologies, a page designed for one type of browser may look significantly different in another type (or version) of a browser.
- When possible, view your pages on different computer platforms. Each computer platform has unique characteristics. PCs and Apple computers, for example, often differ in monitor brightness and system color. These factors may affect the appearance of your pages.

NAVIGATION
The "breadcrumb trail" lets the user see the context in which the page exists.

EXAMPLE: COJ.net > Mayor > Journey to ONE > Mayorthon

The breadcrumbs listed on the top of each page are generated automatically.

USING GRAPHICS AND IMAGES
Understanding page weight and connection speed is an integral part of page design. The more graphics included on a web page, the longer it takes for the page to load. Be mindful of how many pictures you are uploading to your pages.

Please use graphics sparingly and only when they make a difference on the page, either as a design enhancement or to express a concept. Gratuitous use of graphics clutters the page and increases download time.

If graphics are part of your site design, it is important to choose the right file format to provide the optimal experience for the user. A graphic saved in the proper file format will download faster and look better. The Web Content Manager can provide assistance in finding or modifying graphics. Once the graphic has been placed in your media library, you will be able to insert it on your page and publish it to the internet.

Photographs and other images will generally be no larger than 700 pixels wide. This means that photographs of large groups of people generally will not reproduce well on the web. Talk with the Web Content Manager about image composition and special circumstances where larger images may be appropriate.

Animations, scrolling marquees, rotating images or text, and animated GIFs are not approved for use on the City website.

Background images and watermarks are prohibited on the City's website.

Use of the City of Jacksonville seal and logos on web content must meet the City's print graphics standards. To meet federal accessibility statutes, all images must use an alternative text tag to represent what the image contains. Using alternate text allows you to add a text description to an image that can be seen by users who are browsing with images turned off (this feature is set in the user's browser) and heard by visually impaired web surfers who use a screen reader. Be sure to describe all aspects of the image, including emotional responses you may be seeking.

<p align="center">EXAMPLE: alt="Serene sunset over the Fuller Warren Bridge"</p>

Data and text should not be represented in an image format unless an alternative text tag can accurately represent the content of the image. Keep text references short and concise.

In compliance with federal accessibility statutes, clickable image maps must be accompanied by alternative text links for each clickable region.

FONT AND TEXT ELEMENT STANDARDS
NOTE: This formatting is automatic with CMS templates.
- Page titles and subtitles may not be presented as images.
- Size, placement and color of page titles and subtitles defined in a template may not be modified.
- With a few exceptions, content text should be displayed on a white field with black characters.
- Use of reversed text is prohibited on the City's website.
- Centered text should only be used in tables.
- Hyperlinks in body content must display as defined below:
  - Link: blue, underlined text
  - Active Link: orange, underlined text
  - Visited Link: purple, underlined text

LINKS AND USING NON-HTML FILES
Links to non-HTML documents and downloads should be accompanied by a notation that specifies the size and format of the file. Including a link to download any necessary plug-in or third-party software is optional.

All images and documents, including non-HTML documents, intended for linking from a web page should reside on an authorized web server, not on workstation hard drives or network drives (site users will not have access to those files due to security firewalls).

Hyperlinks on City websites should not point to content on the intranet or other servers inside the City's firewall.

Links to sites outside the City website should be designed to open in a new window.

A non-HTML file is any file format that requires software, a plug-in utility, or user action beyond normal display in a web browser such as Flash, Microsoft Word, etc. Links to non-HTML files are only appropriate if ALL of the following conditions exist:

The file...

- already exists in non-HTML format.
- is a one-time or short term document.
- serves a specific audience that has the software and expertise to access the format.
- cannot be produced in HTML format without re-engineering the process that produces the file.

When linking to non-HTML files, the following information should accompany the link:

- File format (.PDF, .XLS, .ZIP)
- Special instructions (if needed)

Examples of non-HTML documents:

Tax Forms (.exe)
EXAMPLE: Compressed, self-extracting file (.exe). Contains printable forms in rich text format (.rtf) for tax reporting. Will work with most word processing software. To open, please save to hard drive, then double-click the saved file.

Adobe PDFs (Portable Document Format)
REMINDER: Links to PDF files should provide file format, file size, and basic content information.
EXAMPLE: Jan 15 committee agenda. (PDF 235K)

POLICY ON WEB URLS IN PRINT PIECES
As a result of where a page is located in the site map for the website, specific page addresses may be quite lengthy. However, due to several new or improved features on the site, navigating to any page on the site can be a quick process.

Web addresses in print materials are best with few words, enabling internet users to easily and correctly enter the URL on the first try. Therefore, the URL www.coj.net is used any time a web address appears in a print brochure or other print piece as the single web contact point for all city departments, divisions, agencies, etc. that are on coj.net.

PHOTOGRAPHY DIRECTION
Photos on www.coj.net depict real, professional people and reflect an optimistic, confident spirit. Photography selection promotes character, sincerity, and ingenuity.

City photography reflects the lives, needs, environments, culture and aspirations of residents enjoying city resources. Real, authentic photographic style shows the true character of individuals in a natural, genuine way. Whether it's an intimate personal portrait or a moment in life, photos are rich in color, simple in composition and honest in their human emotion. Creative use of size and scale, cropping, composition and contextual environments help create impactful images. Photos range from close-up views to more distant perspectives that provide greater context.

CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

To connect citizens with businesses, encourage the use of photos that show people using technology in simple, real settings and environments. People always appear genuine, when their interactions are real and natural – not artificial or staged. Lighting should be natural and directional, creating a sense of depth. Color is used to enliven the image, but must not appear artificial.

SUPPORTING IMAGERY
Supporting imagery is used to help tell a story, represent abstract concepts (e.g., partnering, adaptive enterprise, mobility, global reach) or convey the results or contributions of Jacksonville (resources, culture, a well-run environment). Supporting imagery should be graphic, bold, rich, dynamic, straightforward and honest.

UNACCEPTABLE IMAGERY
People photography should not be artificial, stereotypical, or unnatural. Photos should not be cluttered with unnecessary props that distract from the story. Avoid using photos with content that is irrelevant to our city and citizens, distracting, or cluttered.

What to use
- images of people in action
- images with a candid, modern feel
- images that add detail to your message

What to avoid
- generic imagery
- posed close ups
- professional models

ADA WEB SITE POLICY
The City of Jacksonville is committed to ensuring all City websites are accessible for all people. As of April 1, 2013, any new or updated website produced or sponsored by the City of Jacksonville is accessible and conforms to the Accessibility of State and Local Government Websites to People with Disabilities distributed by the U.S. Department of Justice (DOJ).
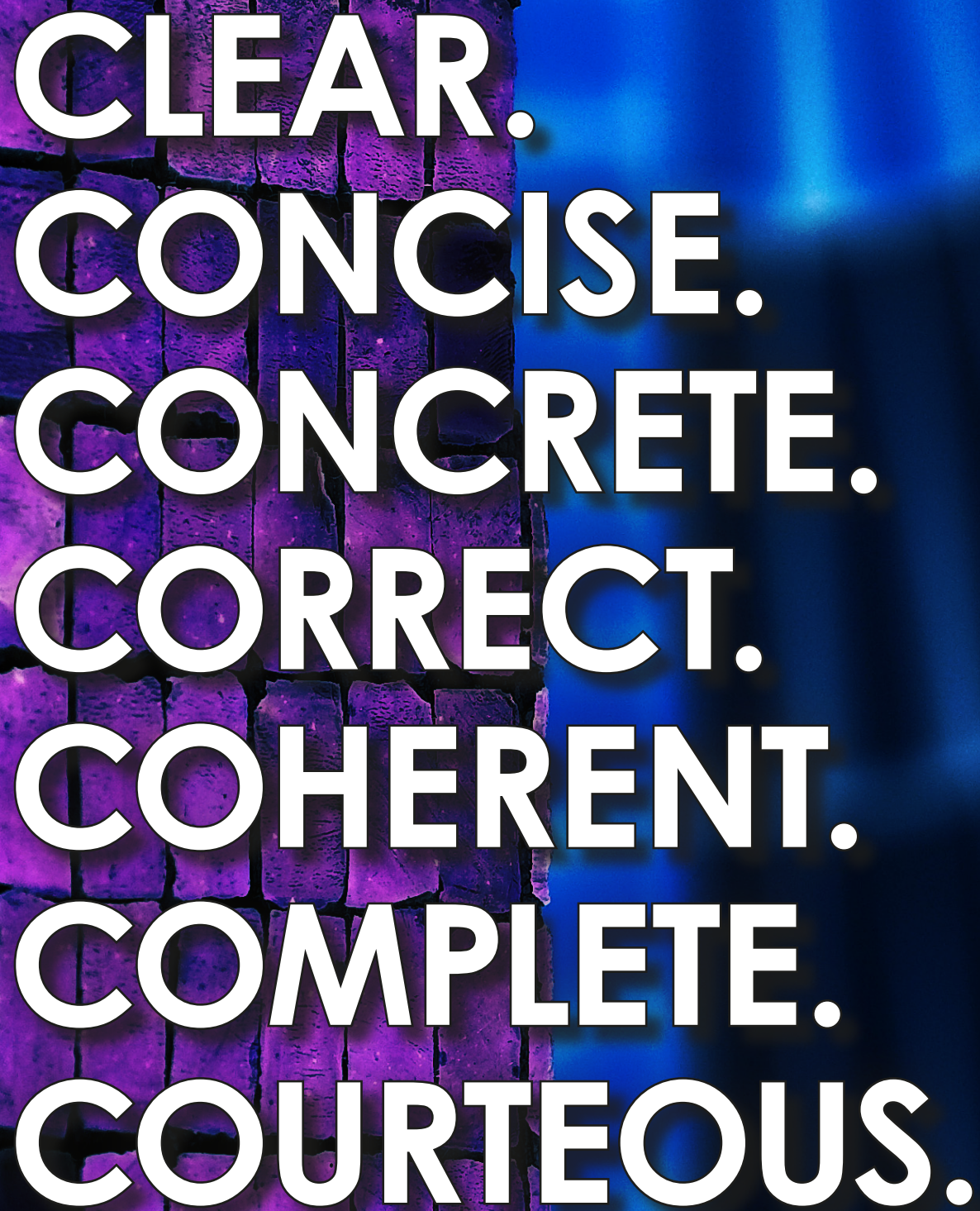
City websites are assessed for ADA compliance by simulating methods employed by people with various disabilities and by using validators to indicate potential accessibility issues. The City of Jacksonville has created ADA Web Accessibility Standards based on our assessment process and compliance with the DOJ Accessibility of State and Local Government Websites to People with Disabilities. We are committed to upholding our legal obligations to Title II of the Americans with Disabilities Act, the Rehabilitation Act of 1973, and the DOJ web accessibility directives.

This policy covers anyone who creates websites for the City of Jacksonville. In addition, employees designated as website content authors/editors/managers will also comply with the ADA requirements. To affirm our commitment, employees designated as website content editors will be trained in the functions of web accessibility tools and techniques. Periodic compliance scans of existing websites will be conducted to detect Section 508, and any errors corrected. Upon request, all information contained on City websites can be made available in an alternative format, or arrangements can be made by City staff to meet the needs of individuals with disabilities.

City of Jacksonville websites make use of industry-standard techniques and preferred practices to provide the highest level of ADA website accessibility for our users. These include, but are not limited to, the characteristics of usability for screen reader users, keyboard-only users, users with low/impaired vision, users who are deaf, and users who are color blind.

The ADA Compliance Manual for Website Content Managers covers best practices for images, alternative text, captions, color, contrast, links, forms, and documents. Request a copy from the Public Affairs Office or Disabled Services at DisabledServices@coj.net.

CLEAR.
CONCISE.
CONCRETE.
CORRECT.
COHERENT.
COMPLETE.
COURTEOUS.

ASSOCIATED PRESS STYLEBOOK

The Associated Press (AP) Stylebook is a writing guide for journalists. It is published and updated annually to reflect changes in writing style and new guidelines. Since its initial publication in 1953, the AP Stylebook has become a must-have reference for writers, editors, students and professionals. It provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style. The AP Stylebook is the reference of choice for city publications produced by the Public Affairs Office. Listed below is an abbreviated list of the grammar and punctuation guidelines to which all City writing should adhere. For your convenience, select Style Guide items are listed in alphabetical order.

630-CITY
When referring to the City's customer service center in writing, please include the dash between the numbers and letters, and use all caps. 630-CITY is both the telephone number abd the official name of the customer service center. The only time the dash is not required is when writing the email address (630city@coj.net) or website URL (630city.coj.net). The email address and website URL are not case sensitive.

Abbreviations
Avoid abbreviations except as necessary. When used, capitalize abbreviations of capitalized words: Aug. (August), Mon. (Monday), St. (Street). In tables and calendars, there should be no punctuation after abbreviations.

Academic degrees
Capitalize specific degrees and their abbreviations following proper names. Lowercase the subject of study if it is not part of the formal name of the degree. Set the generic or informal form of the degree (e.g. bachelor's) in lowercase.

- John Doe graduated with a Bachelor of Arts in political science from Mercer University.
- Linda Smith earned a master's degree in public policy from the University of North Florida
- Susan Jones graduated from Edward Waters College with an M.A. in literature. *(Note: Use periods with the abbreviated form.)*

Acronyms
List the full name or title followed by the acronym (uppercase in parentheses) in the first reference on a page. Then use the acronym.

Active voice
The active voice is direct, authoritative and usually more concise. "The council provided insight" is preferable to "Insight was provided by the council."

Address format
Use the abbreviations Ave., Blvd., and St. only with a numbered address: 117 W. Duval St. Spell them out and capitalize when part of a formal street name without a number: Duval Street. Lowercase and spell out when used alone or with more than one street name: Laura and Duval streets. Spell out all other similar words (alley, drive, road, terrace).
Address format for Web site department and division home pages:

Adopt, approve, enact, pass
Amendments, ordinances, resolutions and rules are adopted or approved. Bills are passed. Laws are enacted.

Age
Always use figures.

- Even a 10 year old could understand this sentence (no hyphens)
- Her son is 5 years old (no hyphens)
- Girls ages 16-20

Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Do not use hyphens when you are simply stating the age of something.

- John is 16.
- John is 16 years old.
- John is a 16-year-old.
- John is a 16-year-old boy.
- Arizona was roundly criticized when they acquired Segura during the offseason for a package headlined by Chase Anderson, a 28-year-old with a 4.18 ERA in 267 career Major League innings.

Ampersand (&)
In general, avoid use of the ampersand (&). However, an ampersand may be used in tables on the City website to save space.

And
Use the word and (instead of the ampersand) in most titles if space allows. Do not capitalize.

Apostrophes
Form plurals without an apostrophe, e.g. Agents and Brokers Licenses. Do not use an apostrophe when referring to a decade, e.g. the 1990s.

Articles
Unless they begin a sentence, set articles, conjunctions, and short prepositions in lowercase (also lowercase a, an, and, at, for, from, in, of, on, or, the, to, with).

Bridges
Capitalize names of individual bridges, e.g. Hart Bridge.

Buildings
Capitalize names of individual buildings, e.g. Yates Building.

Bullet points
If the sequence isn't important, use bullets instead of numbers or letters in a list. Use solid black circles only. Use bullet punctuation consistently (no punctuation after a sentence fragment; period at the end of a full sentence). Use parallel construction to increase readability and consistency, i.e. if the first two bullets begin with an action verb, the subsequent bullets should as well. For example:

When applying for a grant, it's important to be prepared:
- Find out application deadline dates.
- Review other grant applications if appropriate.
- Follow all guidelines.
- Include all attachments.
- The department accepts the following forms of identification:
  - Birth certificate
  - Driver's license
  - Social Security card

Alphabetize items or put them in logical order according to priority or topic.

Capitalization
In general, avoid unnecessary capitals. Some words and phrases that require capitalization are listed throughout this style guide. When in doubt, refer to the Associated Press Stylebook or a dictionary. Full names of legislative, deliberative, administrative and judicial bodies; departments; bureaus; and offices are usually capitalized. Adjectives derived from them are lowercased, as are paraphrased or incomplete designations, except abbreviations.

- Mayor's Office; the office requested
- Duval County Public Schools; the department requested
- Department of Public Works; Public Works Department; the department reviewed proposals

Chair/chairman/chairperson/chairwoman
Use chairman or chairwoman if the gender is known and capitalize before a name. For a neutral reference, use chair (chairperson is used only if it's the organization's formal title for an office).

City
City is always capitalized when used in the phrase City of Jacksonville. When used alone, in reference to City government, City is capitalized. When referring to the city as whole, city is not capitalized unless it is in a title or at the beginning of a sentence.

- *Several City employees will be recognized for their exemplary service at the event.*
- *Our city has the largest urban park system in the United States.*

City Hall
Capitalize when referring to the building located at 117 W. Duval.

City Council
Use Jacksonville City Council on first reference and Council on following references. Use initial caps.

Citywide
Do not hyphenate.

Colon
The colon is primarily used to introduce a list, often after expressions such as the following or as follows.

Council President John Doe appointed three people to the committee: Tom Jones, Jim Smith and Jean Brown.

The colon is also used to emphasize a word, words or sentence. When used this way, the colon replaces such words as "that is," "namely," and "for example."

She had only one thing on her mind: flowers.

Capitalize the first word after a colon if it is a proper noun or the start of a complete sentence.

The news was good: No one would be laid off.

Commas
Use an Oxford (or serial) comma between the last two items in a series of three or more. For instance, "I like cake, pizza, and ice cream."

Council member
Use two separate words, e.g. six Council members attended the ceremony.

Dashes
See em dash

Date formats
Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. Do not use st, nd, rd, or th.

- January 31, 2004; not 31 January 2004 or January 31st
- Jan 31 (in tables)

Days
Capitalize days of the week (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday). Abbreviations without punctuation (Mon, Tue, Wed, Thu, Fri, Sat, Sun) may be used to save space in tabular formats.

E.g.
Short for exempli gratia, e.g. means "for example." If no other mark precedes the abbreviation, place a comma before it. No comma is necessary after the abbreviation.

Em dashes
Use em dashes, not double hyphens, to denote abrupt changes in thought or sentence structure, to amplify explanatory or digressive elements, and to set off defining elements inserted into sentences. Em dashes within sentences should be set with no extra space on either side. Use sparingly.

Because the data had not been completely analyzed–the reason for this will be discussed later–the publication of the report was delayed.

Do not capitalize the first letter of the word following an em dash unless it is part of a title. A single hyphen should never be used as a stand-in for an em dash.

The HTML code for the em dash is &#151.

Email
Do not hyphenate. Only capitalize at the beginning of a sentence or in a title. Use lowercase and hyphen for e-government and e-commerce.

Etc.
Short for etcetera, etc. means "and other things." Etc. ends in a period, even mid-sentence.

CITY OF JACKSONVILLE **COMMUNICATIONS STYLE GUIDE**

It is traditionally enclosed in commas when it doesn't end a sentence. Do not use etc. with a list that gives only one example; there should be at least two items listed.

FAQs
(Frequently Asked Questions): Do not spell out. Do not use an apostrophe between the Q and the s. Most people familiar with the Internet know what FAQ means.

Fax
This is used as a noun, adjective, and verb. Do not use FAX (all caps). When providing a fax number along with an address, Fax: should go in front of the fax number.

Public Affairs Office
City Hall at St. James
117 W. Duval St., Suite 240
Jacksonville, FL 32202
Phone: (904) 630-1895
Fax: (904) 630-2391

Gerunds
A gerund is a verb written with an -ing ending that is used as a noun, e.g.:
The Public Affairs Office provides the following services:
- Working with the media
- Designing pamphlets and flyers for city agencies
- Working closely with Information Technologies to maintain the City's website

Phrases that begin with gerunds are less effective than those that use active verbs. Whenever possible, use active verbs.

The Public Affairs Office:
- Works with the media
- Designs pamphlets and flyers for City agencies
- Works closely with Information Technologies to maintain the City's website.

Home page
Two words.

Hyphens
Use in fractions whether nouns or adjectives (e.g. one-third) and adjectives made up of two or more words (e.g. full-service facility). Unless used in tables, hyphens should be set with no extra space on either side. In tables where continuing or inclusive numbers are listed, a single hyphen with a space on either side may be used. In titles of documents, headlines or page headers, use initial caps for hyphenated words made up of two words that can stand alone. Hyphenated words that include prefixes should not use initial caps. Set articles (a, an, the), conjunctions (and, but, or, so), and short prepositions (at, for, from, in, of, on, to, with) in lowercase. Capitalize conjunctions and prepositions with four or more letters (exception: from, with).

The following words are hyphenated:
- full-scale
- full-service
- Web-based
- well-being

Do not hyphenate:
- Citywide
- Online
- Onsite
- Web page

If in doubt about whether or not a word is hyphenated, use a dictionary. Search Merriam-Webster's online dictionary at http://www.m-w.com/ or http://webster.com, or the Random House online dictionary at http://www.infoplease.com/dictionary.html.

Hyperlinks
See links.

I.e.
Short for id est, i.e. means "that is." If no other mark precedes the abbreviation, place a comma before it. No comma is necessary after the abbreviation. Use with or without parentheses:

- PAO prepares all publications, i.e. magazines, flyers, brochures and invitations.
- PAO prepares all publications (i.e. magazines, flyers, brochures and invitations).

In-house
Hyphenate.

Inner city
Write as two words as a noun and hyphenate when used as an adjective.
- The inner city has improved in appearance thanks to the hard work of residents.
- Inner-city schools won't thrive without the proper funding.

Internet
Do not capitalize. Internet has become a generic term and is no longer considered a proper noun.

Intranet
Do not capitalize.

Its
When written without an apostrophe, its is a possessive pronoun meaning of it or belonging to it, e.g. The Neighborhoods department is known for its helpful services.

It's
When written with an apostrophe, it's is a contraction for it is or it has, e.g. It's a girl or It's been enjoyable.

Kilobytes
Abbreviate with the capital letter K. (Note: This is a deviation for AP Style.) When listing the number of kilobytes, there should be no space between the number and the K. (Similarly, use M for megabytes and G for gigabytes.)

CORRECT: 300K
INCORRECT: 300 K

Lists
See bullets.

Log on
Use two words, lowercase, as a verb (to log on to a network). Use one word for adjectives (logon password, logon routine) and nouns (his logon is abjones).

Mayor
Capitalize Mayor when it appears before a name, e.g. Mayor Lenny Curry. Use lowercase when it is used without the name, e.g. The mayor attended the event Tuesday.

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Margins
Left-justify text and headings except in tables.

Number
Use the word number instead of the # symbol. In tables, the symbol is acceptable. In text, use "goal number one," "first goal," or "primary goal" instead of "goal #1."

Numerals
Numbers from one to nine should be spelled out as a word (one, two, three), unless they are in tables. Double digits and multi digits are written as numbers. Try to avoid beginning a sentence with a number. Use commas to separate thousands in number amounts (e.g. 1,000 or $15,335). In tables with numbers in a column, line up the decimal points (even if one or more of the numbers is zero).

- There were 20 people at the meeting, but only nine people at the reception.

Spell out places (first, second, third) unless they refer to street numbers or double digit numbers.

- The city won first, second and third place in the website contest.
- Please contact us at 441 4th Street.
- The city is ranked 10th in the nation.

Passive voice
Try to avoid using passive voice.

Do: The council provides insight.
Don't: The council was chosen to provide insight.

Do: DPR offers a variety of services.
Don't: A variety of services are offered by DPR.

Percent
In bullets and tables, show percentages using numbers and symbols, e.g. 55% or 0.6%. It makes the information stand out, and it is easier to read or skim. Spell out the word percent when used in a sentence.

Periods
Do not use periods between the letters in abbreviations or acronyms (e.g. ID, IRS, FDOT). Use a.m. and p.m. not am and pm. Use B.A., M.A., and Ph.D., not BA, MA and PhD

Personal names
Omit commas before and after Jr. and Sr., and after Roman numerals.

Position titles
When referring to a specific city employee, board member or other city representative, capitalize the title. Lowercase the title if it comes after the person's name. Generic titles should also be lowercased (the director, webmaster).

- Director of Public Affairs Jane Doe
- Jane Doe, director of public affairs

Punctuation
Refer to the "Guide to Punctuation" in the Associated Press Stylebook.

Seasons
Do not capitalize, unless part of a proper name or title. Use the season and the year.
- She was elected in fall 1991.
- Fall Schedule of Activities

Tables
Use tables to organize complex pages, to reduce the amount of space needed to display information or data. In tables that consist of a list of items, alphabetize items by going down column one, then wrapping to the top of column two, and so forth (not horizontally by row).

Time
Use a.m. and p.m., not am and pm. Always provide a space between the hour and the annotation, i.e. 7 a.m., not 7a.m.. When the time is on the hour, use the number by itself, i.e., 6 p.m. not 6:00 p.m., except in a table.

Web
Short form of World Wide Web, the web is a service, or set of standards, that enables the publishing of multimedia documents on the internet. The web is not the same as the internet, but is a subset; other applications, such as email, exist on the internet. Web should remain capitalized when used in the phrase World Wide Web but, when used by itself, do not capitalize.

Website
One word, lowercase. Also, webcam, webcast and webmaster.

ADDITIONAL RESOURCES

- **Grammar Girl** provides short, friendly tips to improve your writing: http://tinyurl.com/grammargirltips

IF YOU DON'T TELL YOUR STORY SOMEONE ELSE WILL.

MEDIA RELATIONS

The City of Jacksonville works collaboratively with the news media to inform and educate citizens about citywide initiatives and activities. Relationships are fostered with news media representatives built on mutual understanding, preparation and respect. This media guide is designed to help City of Jacksonville administrators understand, prepare and partner with the Public Affairs Office to achieve communications goals.

Division chiefs and department heads, obviously on the front lines in day-to-day city work, are similarly on the front line when it comes to working with the news media. Going about it the right way can convert a media crisis into a useful opportunity to get the "real story" out to the community and highlight the city's commitment to resolving an issue. Additionally, having a positive working relationship with the media creates opportunities to share the great work going on in Jacksonville.

Any calls you receive from the media should be directed to the Public Affairs Office. If you receive a media phone call or email, we request that you direct the initial request to our office and provide any relevant information as it relates to your department. This process helps in identifying the appropriate spokesperson and responding to the request as quickly as possible. The Public Affairs Office is here to support your needs from helping promote the incredible work and achievements of your division or department, to guiding you through a crisis.

When the media call or show up on or near your administration building/office...
- Ask for his or her name and which media organization they represent.
- Inquire about the story that they are interested in covering.
- Ask if there is a deadline regarding the news story.
- Let them know you will work with the Public Affairs Office to address their inquiry.

For all media-related concerns or questions, please contact the Public Affairs Office at (904) 630-3404.

UNDERSTANDING THE MEDIA

WHAT IS NEWS?
Two key definitions provide a useful understanding of what news is:
- **News is the unusual:** *Biggest, First, Only One, Out-of-the-Ordinary*, and *Breaking* are key concepts in identifying what news is.
- **News is what the news media says it is.** No matter how unusual or significant, it's not news until the news media decides to report it. That makes their judgment and our communications with them very important, whether we're working with television, radio, or print media.

WHAT THE MEDIA CAN DO FOR US:
- Alert us to information or developments we may not know.
- Provide the public with information or requests that we wish to convey.
- Quell rumors and reassure concerned citizens.
- Generate outside support and assistance.

WHAT WE CAN DO FOR THE MEDIA:
- Remain calm, polite, and helpful.
- Provide factual and truthful information without being evasive, sarcastic, or misleading.
- Be available and responsive, helping reporters meet their deadlines.
- Provide appropriate background information to help reporters develop accurate stories that include a balanced perspective.

WHEN DO DIVISIONS/DEPARTMENTS ENCOUNTER THE MEDIA?
There are two basic types of circumstances in which department and city personnel work with the news media:
- **When we want them** *(proactive)* – providing positive "newsworthy" information on city events, activities, or progress to the media for their help in sharing the good news with the community.
- **When they want us** *(reactive)* – showing up on-site generally is the result of a real or perceived crisis situation.

Understanding the media and knowing the best ways to deal with each type of situation can result in sharing the good stories as well as managing the troublesome stories. In both cases, contacting the Public Affairs Office for assistance can help get the best results for the division/department and the City.

RESPONDING TO A CRISIS

As unlikely as it may seem, the arrival of news media during a department crisis represents a significant opportunity to provide an accurate perspective, dispel rumors, calm unrest, and help reporters generate balanced stories in both print and broadcast media.

WHAT TO DO:

- **Contact the Public Affairs Office (904.630.3404).** They can provide assistance in responding to reporters' questions.

- **Maintain the integrity of the work environment.** News media activities should not interrupt the work environment, which means reporters and cameras should not be roaming the office or interviewing employees.

- **Designate a space where reporters can wait on or off site.** Firmly, but cordially restrict any movement of the media that could be counterproductive to resolving the situation. Remain alert to the reporter's presence and activities.

- **Work with the Public Affairs Office to determine who will take responsibility for responding to media inquiries.** If necessary, assign a specific staff member to work with the Public Affairs Office and reporters. All information provided to the media should come from one individual to assure accuracy, consistency and coordination.

- **Work with the Public Affairs Office to prepare a statement about the particular situation or crisis.** Include answers to the basic who, what, when, where, why, and how questions, avoiding the names of employees involved. Share this information with staff so they have accurate information to dispel rumors and ease concerns.

- **Remain calm.** Show sensitivity to the seriousness of the situation.

WHAT NOT TO DO:

- Don't go "off the record" or say anything to the media that you're not prepared to read in the morning paper or see on the six o' clock news. "Off the record" comments,

regardless of how comfortable you may feel with the reporter, can come back to haunt you.

- Don't use the phrase "no comment." It comes across as unfriendly and uncooperative. When questions involve confidential records, matters involving litigation, or a sheriff's office investigation, say so. In other cases, "I don't have sufficient information to respond to that question," or, when appropriate, "I don't know, but I will attempt to find out for you," will get much better results.

- Don't speculate on the cause of an incident, the resumption of normal operation, the impact on others, or the dollar value of losses.

- Don't place blame for the crisis.

- Don't mislead the press or attempt to "cover up."

WHAT TO DO IF THE STORY IS INACCURATE:

- Contact the Public Affairs Office for perspective and assistance in how best to respond.

- Don't overreact. Reactions to small errors lesson your effectiveness if you need to straighten out a major one later. If the story is factually correct, but you just didn't like it, it's better to leave it alone.

HOW TO CONDUCT A SUCCESSFUL INTERVIEW

Interviews generally provide excellent opportunities to present information and perspective that can correct misperceptions and pertinent facts, and result in a more balanced and accurate news report. Knowing and using a few helpful tips can help replace the normal anxiety many people experience with an eagerness to take advantage of an important opportunity. Please review this list of different interview formats and what you need to know to prepare for them. ALWAYS LOOK AT REPORTER AND NOT CAMERA.

- **LIVE VS. TAPED INTERVIEWS** – Live interviews allow you to take more control of the message because they cannot be edited. However, if you make a mistake, (sneeze, cough, stumble over your words), it won't be edited out either. If you are a skilled media performer, live is a better format for you. If you are a beginner, taped is safer.

- **TRADITIONAL SIT DOWN INTERVIEW** – A scheduled interview in your office or other predetermined location. You will have advance notice, time to prepare, and a controlled environment. Crews will often set up a light so you will look good. The reporter will ask a number of questions and may try to get you off topic. This is usually a longer interview. Do not let it run more than 30 minutes unless it is a very special circumstance.

- **SOUNDBITE** – When a reporter calls and needs to do an interview ASAP. The reporter is usually looking for one or two quick sound bites on a subject, and is working under a tight deadline. Often to save time, the reporter will do the interview outside, in front of the administration building. You have less time to prepare, so stick to your specific statement and stay on topic.

- **BREAKING NEWS** – No advance notice. Reporters will show up at the scene of the event and will want to speak to a spokesperson. A designated spokesperson may provide informational updates to minimize rumors. Refer the reporter to the Public Affairs Office for further assistance.

- **FLASH MOB** – Breaking news situations where you are surrounded by a horde of reporters and cameras firing questions at you. Do not walk and answer questions, instead plant yourself in an area where there is some space and everyone can get their camera shots so they are not "in your face." Give them informational updates. But keep it short and avoid taking questions if you can. Refer the reporters to the Public Affairs Office for further assistance.

- **AMBUSH** – Reporters will surprise you and start firing questions as you walk into a building or some other location. Don't take the bait, these interviews always make the subject look bad. Politely say, "thanks for your interest, however I cannot talk now." Say no more than that and walk confidently away. Refer the reporter to the Public Affairs Office for further assistance.

- **PRESS CONFERENCE** – A press conference is a scheduled event providing time to prepare. Be ready for a wide variety of questions from different reporters. Before you begin, decide how long you want to talk and stick to your schedule. Make eye contact with the different cameras. Speak to them as if you were addressing citizens and their audiences.

- **IN STUDIO ONE-ON-ONE** – An anchor or anchors conduct interviews in studio on a particular subject. Segments usually run from three to 10 minutes. They may ask questions on other topics as well.

- **IN STUDIO PANEL DISCUSSION** – Very important to speak in 10-15 second segments or expect to be cut off either by the anchor or other guests. Be prepared for spirited debate and ready to defend views.

- **LIVE REMOTE INTERVIEW** – An anchor will interview you from their studio. You will not be with them. You will be given an earpiece to hear the questions and talking to a camera. Always LOOK INTO THE CAMERA DURING THE INTERVIEW. There will be a monitor and it will be tempting to look at it. Resist the urge. It does not look good on camera. The biggest challenge is to be animated. It is hard because you are not looking at a person and reacting to their energy. Sometimes there can be problems with the audio. Never answer a question you cannot hear. Calmly tell them, "I am sorry but I am having trouble hearing you."

- **PHONE INTERVIEWS** – Often done with print and radio reporters and sometimes TV. You can refer to your notes and talking points making these interviews easier. However, since you are talking by phone, it is also easier to relax and let your guard down. Stay focused.

COMMUNICATING YOUR MESSAGE EFFECTIVELY FOR TV, RADIO AND PRINT INTERVIEWS

What do I know, what can I say, what should I say, what are the facts, how can I help the journalist frame the story?

- **PREPARE** – Before your interview, consider key points, facts, anticipate questions and PRACTICE. Know the terms of the interview...format, topic, length, will there be other guests, and so on.

- **EXECUTE** – Start with a key statement, then support it with facts, speak with declarations and quotes that are easy to remember, which helps the journalist write the story.

- **THE SOUND BITE** – Formulate THREE or FOUR concise messages or bullet points. These will be statements you can communicate with ease. They should not be more than 10 - 15 seconds long. Start with a short, key statement, then support it with facts that are easy to remember. Always pause between sentences. This makes it easier to edit your sound bites cleanly and makes you look more polished.

- **REHEARSAL AND THE SPOKEN WORD** – Practice your sound bites in front of a mirror or colleague. The written word often sounds different once you verbalize it. Even the most experienced anchors/ analysts practice their commentary out loud, incorporating choreographed body language. If yours is a controversial position, practice with a colleague who will ask hard questions.

- **EMOTIONS AND BODY LANGUAGE** – Smile. Be relaxed with occasional use of arms and hands. The goal is to be informative, engaging and memorable. Be aware of nervous habits. We all have them, but they can be very distracting on TV and take away from what you are saying. Do not slouch or rest your arms on the desk since that bunches up your shoulders, making you look uncomfortable, and un-authoritative. It also makes it more difficult to be energized and animated. Maintain good posture which conveys confidence.

- **LOOK THE PART** – Always dress professionally and wear makeup for in-studio interviews. You may not think you are shiny, but the camera sees the slightest sheen. The bright lights and HD cameras are unforgiving. Stations may offer a makeup artist for guests.

  - **MEN** – Always wear a dark blue, gray, or black suit. A bright colored tie works well. Never wear a white shirt or patterns.

  - **WOMEN** – Simple hair and makeup work best. Don't overdo the jewelry (it can be distracting on camera). A dark blazer with a bright colored top works well. Avoid bold patterns. Avoid green (it blends in with the green screen). Think "clean and polished" when making wardrobe selections.

INTERVIEW DO'S AND DON'TS

Do ...

- Clear your mind of other business.

- Make sure you properly identify yourself, spelling your name.

- Be prepared. Do your homework on the subject and the interviewer.

- Think and plan ahead. Anticipate negative questions and have responses ready.

- Don't feel that you have to fill the silence. When satisfied with your answer, stop talking.

- Take control! It doesn't matter that reporters can ask tough questions, edit your comments, or put their own "slant" on it. You can still be in control. They need you and can only report the information that you provide them.

- Elaborate when appropriate. Follow key talking points with a brief rationale, explanation or evidence that will give the reporter a more accurate and balanced perspective. This can include key facts, statistics, a description of a program or an explanation of what you're doing.

- Make sure to use every day, understandable language. Even if the interviewer understands complex issues or terms, the viewers/readers may not. Avoid jargon and

technical language.

- Politely and assertively communicate with energy, friendliness and warmth as if you were speaking to one person in the audience.

- Pause and start anew if the interview goes awry. Remain calm, collect your thoughts, and ask the reporter to repeat the question.

- Take advantage of the opportunity to have the last word and sum up your message.

- Correct information that is in error or misleading.

- Try to incorporate the journalist's question in your answer unless it is framed in a negative way or takes you off message.

- Take a second or two to think about your answer. The pause is your friend, especially for a taped TV interview.

Don't ...

- Be defensive, elusive, or hostile.

- Lie.

- Stonewall the interviewer or use the phrase, "no comment."

- Go "off the record" or say anything you would not want to see on the air, hear on the radio, or read in print.

- Allow the question to dictate how you answer.

- Speculate, reveal any confidential information, blame anyone, or talk about anything outside the area of your responsibility.

- Accept a reporter's facts or figures. They sometimes bluff or are mistaken.

EXPECT THE UNEXPECTED

Be prepared to be bumped! Breaking news trumps all other news. If you are booked for an interview and a big story breaks, your segment may be canceled or postponed. It is disappointing but not personal. Be pleasant and hopefully they will reschedule.

Be prepared to answer breaking news questions. Always be ready to "go with the flow." For example, you may have been booked to talk about an event at your department. But if other news breaks the night before, they may ask you for your reaction. If you are comfortable weighing in on the topic, go ahead. If not, use transition phrases to get back on topic.

Keep in mind that the Public Affairs Office is here to support you. In addition to providing assistance with managing the media, we can provide assistance communicating to your department's stakeholders. Please contact us. Establishing open lines of communication supports our efforts to create a welcoming, respectful, and responsive environment for all stakeholders, including media.

Multiple calls may come from various media outlets about the same topic. It is important to be consistent with messaging and sensitive to deadlines and requests. Use the Media Inquiry form on the next page to assist in recording and monitoring requests.

MEDIA INQUIRIES

Date: _____

Time: _____

Name: _____

Publication/Station: _____

Phone: _____

Fax: _____

Reason for call: _____

Specific questions and background information:

_____

_____

_____

_____

_____

_____

_____

Deadline: _____

Action:

_____

_____

_____

Results:

_____

_____

_____
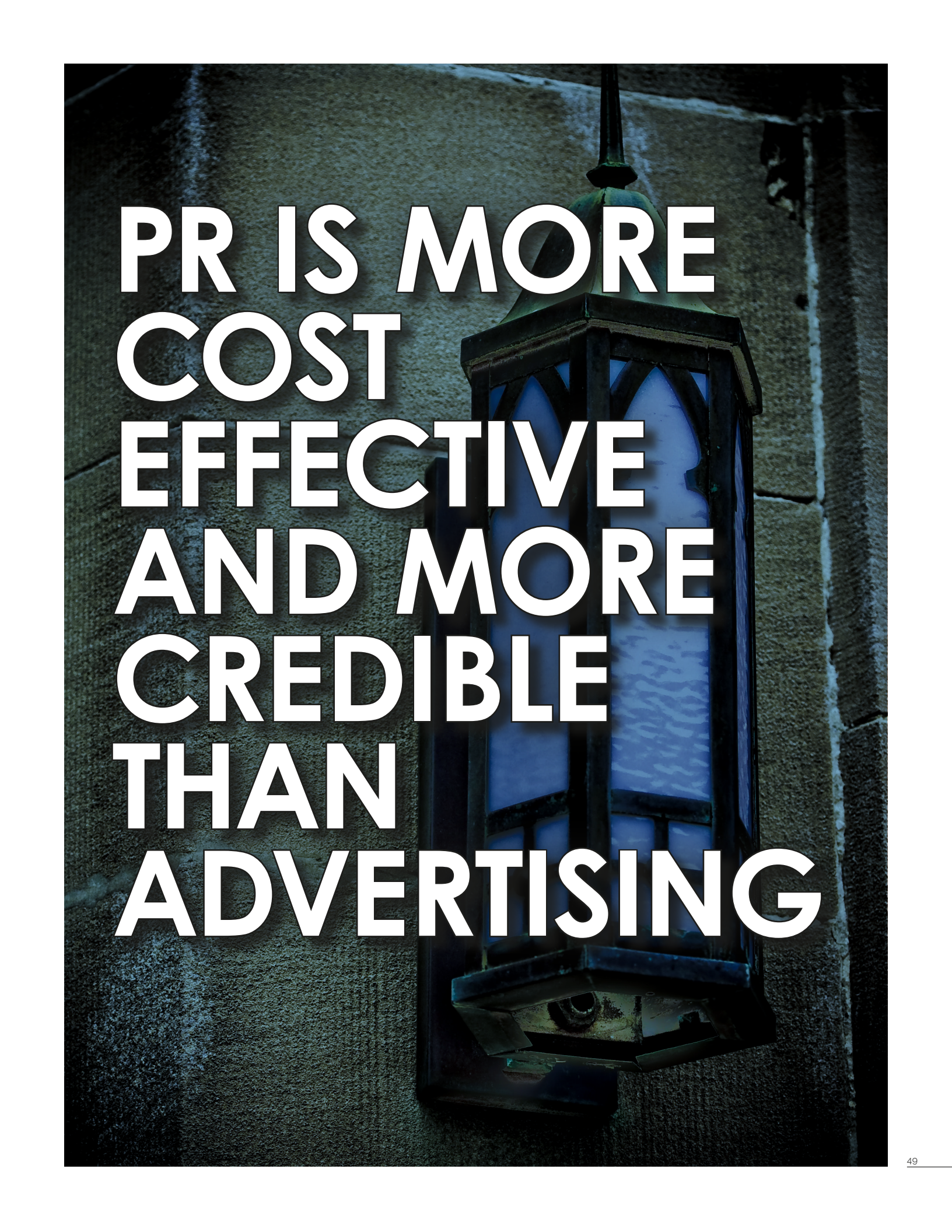
PR IS MORE COST EFFECTIVE AND MORE CREDIBLE THAN ADVERTISING

P.I.P.E. PROGRAM

As stewards of taxpayers' dollars, the City of Jacksonville does not traditionally advertise to promote its services and programs. Instead, the Public Affairs Office uses strategic communications practices to build awareness and credibility with the public. To connect with audiences, while increasing the flow of information, the **Public Information Partners Exchange (P.I.P.E.)** program was launched in 2016.

The City of Jacksonville is the largest city in the state of Florida, both by landmass and population. With nearly 1 million residents, and thousands of city employees, every day reveals a new opportunity to communicate positive stories about the good work the City is doing throughout Jacksonville. It's the role of the P.I.P.E. team to identify and share those stories. A team member is selected from each City department to serve as the point of contact between that department and the Public Affairs Office. P.I.P.E. team members are tasked with continually updating the Public Affairs Office with positive, uplifting and inspiring news stories that can be shared both internally and with the public.

P.I.P.E. submissions must adhere to the following criteria:

- **Timely** – Information needs to be current (1-2 weeks). NOTE: When requesting media coverage for an event, please submit your request at least 7 business days before the event date and indicate your request for news media or city audio/visual services.

- **Unique** – Each submission should contain a special element that makes it different or newsworthy.

- **Comprehensive** – Submissions should include as much information as possible (date, time, location, names, the purpose of the event, award names, qualifications, etc.)

- **Visual** – Don't just tell a story, show it! Submissions should include a high-quality photograph.

If you have any questions or concerns, please contact the Public Affairs Office.

P.I.P.E. PROGRAM FAQs

How do I find out who is my department's P.I.P.E. team member? The following departments have P.I.P.E. representatives:

- Employee Services
- Finance and Administration
- Jacksonville Fire & Rescue
- Jacksonville Public Library
- Military Affairs & Veterans Services
- Neighborhoods
- Office of Economic Development
- Parks, Recreation and Community Services
- Planning and Development
- Public Works
- Sports & Entertainment

Contact the Public Affairs Office for the assignee.

What is the role of a P.I.P.E. team member? P.I.P.E. Team Members play a critical role in sharing information with the public. Each City agency that reports to the administration will have a staff member tasked with soliciting and sharing information from their office. Their role is to provide the Public Affairs Office team with information about the unique events, accomplishments, and success stories from their agency.

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What is the best way to submit information? The most effective way to support our need for daily deadlines is to submit information electronically. Use the online form to submit good news, including a high-quality photo – http://www.coj.net/departments/public-affairs/forms/good-news-submission-form.aspx

How is the information used? All submitted information is considered for inclusion in one or more of the City's communications vehicles.

- **Newsletters** – Both internal and external email newsletters. The internal employee newsletter is sent monthly to all City employees in the administration.
- **Employee Portal** – Submissions could be used as a City News item on the employee portal (inside.coj.net).
- **COJ.net** – Submissions may be posted as a news item on the City's official website, COJ.net.
- **Social Media** – Submissions may be shared with citizens on the City's Twitter, Facebook, or Instagram account, as well as other social media networks.
- **Media Outreach** – Submissions may be included in weekly tip sheets distributed to local and national reporters, news releases, or media advisories.

What kind of information should be submitted? Information will be evaluated by the following criteria:

- **Uniqueness** – first time, only one, new, etc.
  Example: John Smith introduced a new program that helped drastically improve performance and efficiency in the ABC Department.

- **Timeliness** – relevant (submissions should always be timely.)
  Example: Yesterday, the ABC Department kicked off a new after-school basketball league.

- **Impact** – reaches large audiences, major effect on community, etc.
  Example: The new waterlines installed along U.S. 1 are now bringing fresh water to 3,000 homes.

- **Prominence** – regionally or nationally recognized program, high-profile person involved, major award, etc.
  Example: The ABC Department has been named a national model by the U.S. Conference of Mayors.

Do all submissions get used? While we would love to feature every submission, stories are selected that best meet the above criteria and communications vehicles. If a P.I.P.E. team member's submission is not used, they should still continue to send information. Each submission is considered.

Is there a limit to the number of times a P.I.P.E. team member can submit information? No. Please share all newsworthy stories with us.
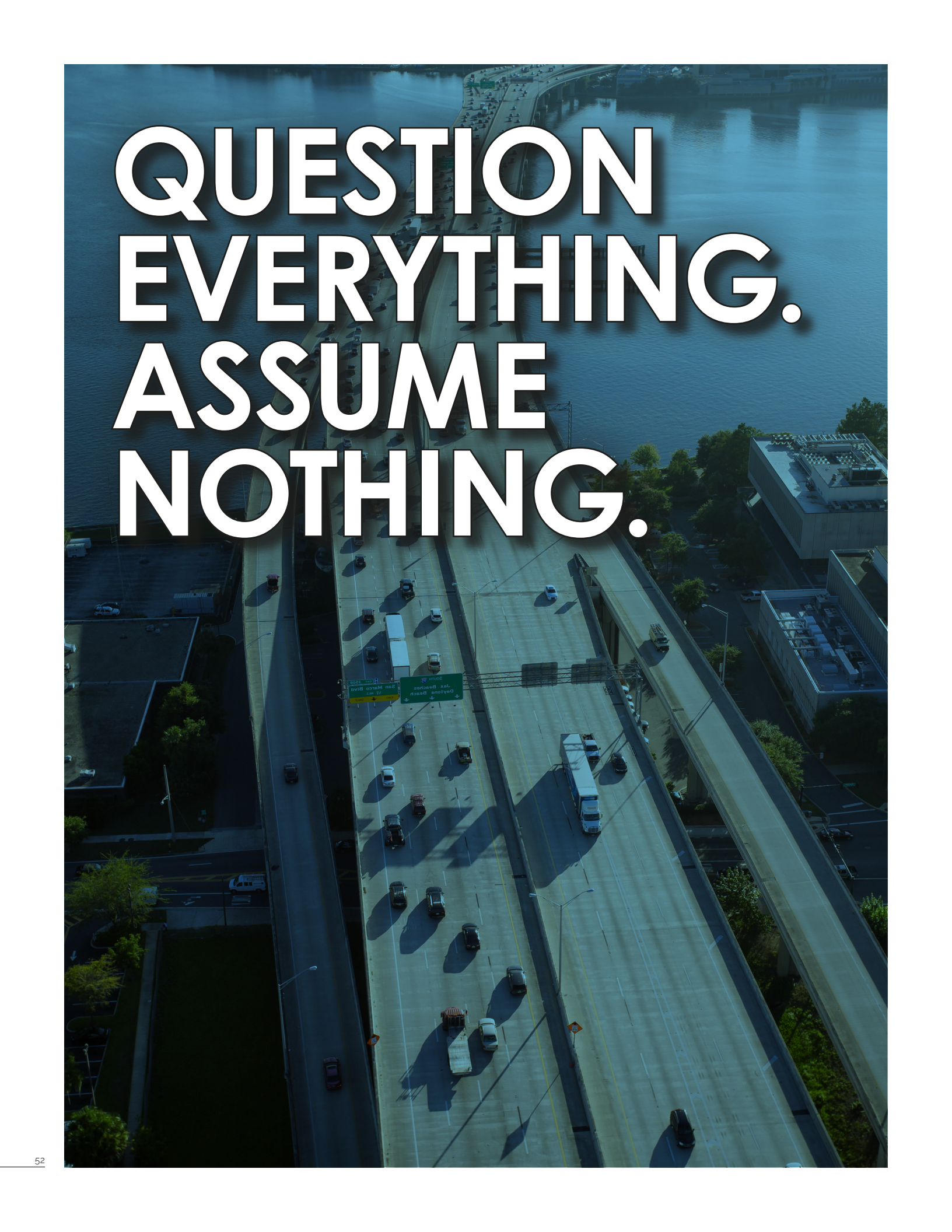
Who should I contact for corrections? Please contact the Public Affairs Office regarding any incorrect information in a featured story or post. Accuracy is important to us, and we will make all efforts to correct mistakes promptly.

How do I request news media presence? If you would like to request the presence of news media at your event, please indicate that using the check box in the online good news submission form. Please send your information at least one week prior to the event to allow time for the team to coordinate and strategize.

How do I request City photography or video services? A link to the photography, video and graphic design service request form can be found on the Public Affairs Office page of the Employee Portal (inside.coj.net) or you can type this URL into your browser: http://www.coj.net/departments/public-affairs/forms/photo-services-form.aspx

NOTE: P.I.P.E. team members may be contacted if no submissions have been received over a period of time. This is in an effort to ensure that each agency has an opportunity to be featured. Remember, good news doesn't just have to be about a department as a whole, but can also be about individual employees or groups.

QUESTION EVERYTHING. ASSUME NOTHING.

FAQs

How do I make edits to my Web page(s)? Notify your department's Web Content Management Team member, or contact the Public Affairs Office for support or information.

What is the P.I.P.E. team? The Public Information Partners Exchange Program (P.I.P.E.) is an internal information sharing network. Each City of Jacksonville division has a representative who provides the Public Affairs Office with news about awards, events, milestones, and more.

How do I get our department's information/events promoted on the City's social media accounts? Ask your division's P.I.P.E. team member to submit the information to the Public Affairs Office. If you are unaware of your division's P.I.P.E. team member, please contact the Public Affairs Office.

How do we start our own social media accounts for our office? All social media accounts must be created and managed by the Public Affairs Office, or a designee approved by the Public Affairs Office. Individual department/division social media accounts are highly discouraged.

How do I request video and/or photography services? Please use the request form located on the City's website here: http://www.coj.net/departments/public-affairs/forms/photo-services-form.aspx to request services for City events. Requests are evaluated by the Public Affairs Office.

How far in advance do I need to submit a request for video and/or photography services? Please fill out the request form at least 7 business days before the event. Due to multiple priorities, rush requests are rarely approved.

How do I request graphic design service? Please use the request form located on the City's website here: http://www.coj.net/departments/public-affairs/docs/pao-graphic-design-request-form.aspx. Requests are evaluated by the Public Affairs Office.

How far in advance do I need to submit a request for graphic design service? Please submit your request as far in advance as possible. A minimum of 10 business days is required for creation and delivery of the first proof of your project. Depending on the complexity of the project, you must factor in additional time for revisions, final project proof, and printing and delivery times. Due to multiple priorities, rush requests are rarely approved.

How do I get information on the portal? Please submit information for review and posting to the Public Affairs Office. It is recommended that one person from each department or division be designated to send information.

How are proclamations and letters from the Mayor requested? Please use the request form on the Mayor's page, located on the City website here: http://www.coj.net/mayor/bizforms/letter-proclamation-request-form. Requests are evaluated, according to guidelines, by the Public Affairs Office.

How far in advance should a letter or proclamation be requested? A 15-day advance is suggested on all requests, which are evaluated according to guidelines. Due to high demand, rush requests are rarely approved.

Does the granting of a proclamation/letter guarantee the mayor's attendance at our event? No. Please complete a separate event request form: http://www.coj.net/mayor-curry/bizforms/event-request-form.aspx to invite the mayor to participate.

Are proclamations for annual events automatically renewed each year? No. Please complete the request form each year, allowing a 15-day advance notice, and be advised that most renewals require revision and updated data.

Are multiple hard copies of proclamations/letters provided? One courtesy copy is provided and a reproducible PDF is also available to make additional copies.

Can I submit a letter of support for grant funding? Please share all requests for letters of support with the Office of Grants & Compliance – http://www.coj.net/departments/finance/office-of-grants-and-compliance. Upon approvals, the Public affairs Office coordinates letters.

How do I submit information for the employee newsletter? You may share information with your department's PIPE team member.

How often is the newsletter distributed? The newsletter is sent monthly. Any information intended for inclusion should be submitted at least two weeks before the distribution date.

What is COJ Today? Who receives it? COJ Today is a daily e-publication that includes City-related media coverage and news stories. Department heads receive it and can forward to staff.

Can I submit a letter of recommendation for a colleague or former team member? Employees should not use City letterhead or their position to provide a reference.

ONE CITY. ONE JACKSONVILLE.