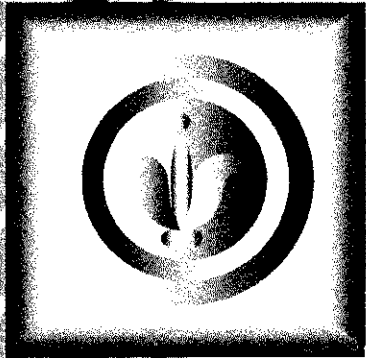




Public Relations Subcommittee
2/27/08

This packet contains handouts that were distributed at the Public Relations Subcommittee meeting on February 27, 2008 and includes the following item:

- Presentation: Public Relations Committee Requests



Public Relations Committee Requests

Positive Youth Committee Objective: **Encourage Mentoring**

- **Target Audience:** Potential mentors
- **Overview:** Presence of caring adult(s) in a child's life can make the difference; any caring adult willing to make commitment can be mentor.
- **City Staff Liaison:** Kristen Beach
- **Submission Deadline:** Mon, March 10th
- * Diane Brunet has volunteered for this assignment *

Education Committee Objective:

Educate parents on importance of educational childcare vs. custodial care

- **Target Audience:** Parents
- **Overview:** Statistics prove that educational care is best. Need to educate parents about preschool options and the assistance that is available to them.
- **City Staff Liaison:** Renee Brust
- **Submission Deadline:** Mon, March 10th

Education Committee Objective:

Promote school attendance in elementary school

- **Target Audience:** Parents; (secondary audience -- children)
- **Overview:** School attendance is a strong predictor of economic security in adults. Studies show that habitual truancy begins as early as kindergarten and is a habit passed from parent to child.
- **City Staff Liaison:** Renee Brust
- **Submission Deadline:** Mon, March 10th


Education Committee Objective:

Educate parents on penalties they may face when their children are truant

- **Target Audience:** Parents
- **Overview:** Parents must be held accountable and responsible for their children's attendance at school. Awareness of penalties increases likelihood of parental compliance. In addition, parents need to be made aware of city services that are available during times of crisis.
- **City Staff Liaison:** Renee Brust
- **Submission Deadline:** Mon, March 10th

Education Committee Objective: **Promote CrimeStoppers in schools**

- **Target Audience:** Middle and high school students
- **Overview:** Counter “no snitching” message. CrimeStoppers accepts information anonymously and will pay a reward for tips that lead to arrests. CrimeStoppers partners with law enforcement, media, and the community in solving crimes and getting criminals off the streets.
- **City Staff Liaison:** Renee Brust
- **Submission Deadline:** Mon, March 10th



Education Committee Objective: **Promote co-teaching**

- **Target Audience:** Former and current teachers.
- **Overview:** Educate current or potential teachers on opportunities for job-sharing. Can bring experienced teachers who don't want to work full-time back into the system.
- **City Staff Liaison:** Renee Brust
- **Submission Deadline:** Mon, March 10th



Education Committee Objective: **Promote career academies**

- **Target Audience:** Teens entering high school; parents
- **Overview:** Jacksonville's career academies are an excellent alternative to college prep, offering many fields of study. Help promote these academies to teenagers and parents. Need to counter negative stereotype of "voc-tech".
- **City Staff Liaison:** Renee Brust
- **Deadline Submission:** Mon, March 10th

Neighborhood Safety Committee Objective:

Promote public/private partnership opportunities with city-identified parks and centers that need additional focus

- **Target Audience:** Businesses, civic organizations
- **Overview:** Many city-owned community centers are closed or under-utilized. Educate the business and civic community about opportunities to partner and serve needs of local community.
- **City Staff Liaison:** Chad Poppell
- **Submission Deadline:** Mon, March 17th

Intervention & Rehabilitation

Committee Objective: Encourage **businesses to hire ex-offenders**

- **Target Audience:** Businesses, community-at-large
- **Overview:** There are economic and civic benefits to hiring ex-offenders. Need to educate businesses of all sizes to look at ex-offenders as potential employees. Local worksource agencies can provide greater detail and information.
- **City Staff Liaison:** Ginny Walthour
- **Submission Deadline:** Mon, March 17th

How to Get it Done!

- PR staff will alert committee chairs/staff about your assignments.
- Through staff of committees and/or meetings, you may obtain more specifics
- Please include in plan:
 - Specific objectives
 - Targets
 - Message Strategy
 - Tactics
 - Budget resources (ballpark will do)

Summary of Requests

1. Educate parents on importance of educational childcare vs. custodial care
2. Promote school attendance in elementary school
3. Educate parents on penalties they may face when their children are truant
4. Promote CrimeStoppers in area schools
5. Promote co-teaching
6. Promote career academies
7. Promote public/private partnership opportunities with city-identified parks and centers that need additional focus
8. Encourage business to hire ex-offenders