



**Public Relations Subcommittee
Re-Entry Workgroup
3/11/08**

This packet contains handouts that were distributed at the Re-Entry Workgroup of the Public Relations Subcommittee meeting on March 11, 2008 and includes the following item:

- Dalton Agency Presentation: *A Strategic Public Relations Approach for The Jacksonville Journey H.I.R.E.*

**A Strategic Public Relations
Approach for:**

**The Jacksonville Journey
H.I.R.E.
Helping Integrate Re-Entering
Employees**





H.I.R.E.: OBJECTIVES

- **To encourage North Florida businesses to hire ex-offenders via a multimedia awareness campaign promoting “H.I.R.E. – *Helping Integrate Re-Entering Employees*”**
- **To coordinate and execute a H.I.R.E. Summit featuring community stakeholders, thought leaders, ex-offenders, local re-entry programs, and the Mayor’s Office**
- **To pool the resources of existing re-entry programs into one centralized database available to employers**
- **To create incentives encouraging employers to hire ex-offenders**



H.I.R.E.: CHALLENGES

- High recidivism rates in Northeast Florida contribute greatly to the region's overall crime rate
- Re-entry services for ex-offenders are scattered in multiple locations, making the process cumbersome for the individual trying to re-integrate
- Employers are more averse to hiring ex-offenders than any other disadvantaged group*
- Employers are concerned about screening, training, and transitional employment history for ex-offenders*
- Willingness to hire ex-offenders is greater in construction and manufacturing fields than in the retail trade or service sector*

*"Employment Barriers Facing Ex-Offenders": Georgetown Public Policy Institute



H.I.R.E.: STRATEGY

Public Awareness Campaign

- **Conduct a 13-week, multimedia public awareness campaign establishing H.I.R.E., an initiative encouraging business leaders to hire ex-offenders**
- **Create and distribute PSAs, radio spots, print and online ads to promote H.I.R.E.**
- **H.I.R.E. campaign will feature testimonials from prominent business leaders who have successfully hired ex-offenders**
- **H.I.R.E. campaign will also feature local ex-offenders who have found gainful employment and are succeeding at work**
- **Request pro bono services of area agency to conduct and execute campaign**



H.I.R.E.: STRATEGY

1ST Annual H.I.R.E. Summit

- **Convene H.I.R.E. Summit on job creation and re-entry assistance for ex-offenders**
- **Summit attendees: Mayor's Office, business owners, human resources personnel, ex-offenders, city's existing re-entry programs, attorneys specializing in employment issues for ex-offenders**
- **Summit will bring together thought leaders and pool resources to determine best methods to streamline re-entry process for local ex-offenders**
- **Summit will examine strategies to reduce challenges for ex-offenders trying to re-integrate**
- **Summit will also serve as a job fair for local ex-offenders**



H.I.R.E.: STRATEGY

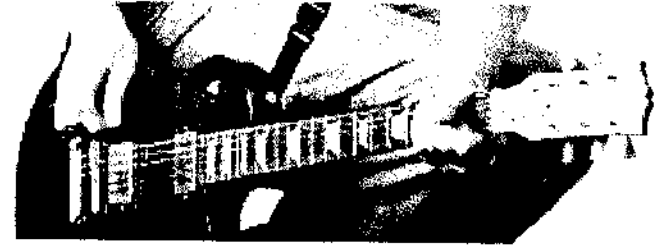
Re-Entry Programs: The Power of Synergy

- **Bring together the resources of Ready4Work, Operation New Hope, the Jacksonville Re-Entry Center, and other re-entry programs for ex-offenders at H.I.R.E. Summit and beyond**
- **Use the resources of these programs to create one centralized database of ex-offenders for employers to review – the H.I.R.E. database**
- **Database will feature information including screening and training of ex-offenders and transitional employment history**
- **Database will divide ex-offenders into violent/non-violent categories**
- **Database will also feature section for ex-offenders providing tips, information, and resources**



H.I.R.E.: INCENTIVES

- Create incentive program for local businesses reluctant to hire ex-offenders
- Incentives would consist of xxx



H.I.R.E.: BUDGET

Estimated Budget: Public Awareness Campaign

Billboards- 20 locations for 4 weeks - \$18,000

Radio spots- WJCT-AM – 20 a week for 13 wks - \$17,000

3 Email blasts to business owners – 5-County area - \$7,500

Online ads (News4Jax, Jacksonville.com, First Coast News, Blacksonville.com)

\$,8000 total for four sites for 1 month

Print ads (T-U, JBJ, Jacksonville Mag, Florida Star, Jacksonville Free Press)

1-month campaign - \$20,000

PSA's for local television - \$5,000 production cost

TOTAL BUDGET: \$75,500

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H.I.R.E. SUMMARY

- Encouraging North Florida businesses and stakeholders to help ex-offenders find gainful employment is vitally important to the mission of The Jacksonville Journey
- A sustained media campaign, Summit, incentives, and centralization of re-entry services are the recommended top priorities
- Reducing recidivism and increasing employment in at-risk communities is the best long-term solution to addressing the region's crime rate