



OFFICE OF THE MAYOR

**Public Relations Subcommittee Meeting  
01/30/08**

This set of handouts contains information that was distributed at the Public Relations Subcommittee Meeting on January 30, 2008 and includes the following items:

- Report by Clara McLaughlin re: review of the Positive Youth Development Subcommittee
- JTA idea one-pager by Ben Frazier
- PowerPoint presentation re: Public Relations Committee Working Model

THE JTA BUS AND SKYWAY SYSTEM—On many of its buses JTA has employed the use of a “synchronized moving light and audio playback format”. This system encourages riders not to eat, drink, or use foul language while riding. These highly effective messages reach thousands of people daily.

Question: If only on a temporary basis can we replace the JTA message with the Jacksonville Journey message highlighting our key themes?

FOUR STEP TEMPLATE DEVELOPED BY  
PR SUB COMMITTEE CHAIRMAN WILL KETCHUM:

1. IS THIS IDEA “DO-ABLE”?//IS IT VIABLE?

Yes....preliminary discussion with JTA executive director Michael Blaylock indicates this idea is technically possible and has his initial support.

More information is needed on the technical aspect and comment from the authority’s technical staff is critical. Absent the technical perspective the only other ingredients here would include any necessary scripting and of course the announcer/voiceover talent.

2. WHAT IS THE OBJECTIVE? /WHAT IS THE DESIRED OUTCOME?

The objective here is to get the Jax journey message out to the people at a grass roots level. The desired outcome is that some people will hear this positive, common sense message. Internalize it and be moved to act accordingly.

3. DOES THIS IDEA SUPPORT THE VARIOUS MISSIONS OF THE  
SUBCOMMITTEE’S?

This idea supports the various subcommittee missions by taking the substance of their specific efforts and then develops that substance into a scripted theme.

There are many general themes that can embrace the overall Jacksonville journey anti crime campaign. While the Steering committee will likely make the final decision on the Jax journey “general theme” it is certainly within the realm of the PR subcommittee charge to offer what we agree are sound suggestions for a general theme(s)

The subcommittees will also have need of various themes in their respective push to get the word out regarding their various efforts.

4. ACTION STEPS TO GET IT DONE!

- A. Ascertain technical requirements
- B. Ascertain JTA requirements
- C. Acquire either and/or JTA executive director/JTA board approval
- D. Determine which Jax Journey general theme(s) and which specific Sub committee themes are to be promoted.
- E. Establish production schedule and launch date

## **Reviewing the Positive Youth Development Sub-Committee**

First, I wish to apologize for not having had the ability to attend the Positive Youth Development Sub-Committee meeting that was held last week. I received one day notice and it was held during a very busy time for me. However, after reading my mail last night, I learned that I was expected to provide a report on that particular Sub-Committee so, I did retrieve a copy of their minutes for December 21, 2007, January 9, 2008 and January 23, 2008.

The Positive Youth Development Sub-Committee is chaired by Audrey Moran, President of the Sulzbacher Center for the Homeless which, according to their minutes, houses 80 children. She is also an attorney but the report did not indicate that she is a practicing attorney.

At their first meeting, the Sub-Committee members introduced themselves to each other and it appears that they are all involved with our youth in some manner. The group also has a student from Stanton High School serving on the sub-committee. The Sunshine Law was explained.

Apparently, the organization decided to bring in professionals from the area to tell them about their programs and their funding sources. Their second meeting focused on mentoring and volunteerism. Their speakers were Warren Grymes, CEO of Big Brothers/Big Sisters, how the program works and the benefits of such a program to our youth. Grymes advised that NE Florida Mentoring and Mentor Jacksonville work with them. At the present, his program has 3,500 informal members and 1,200 mentors. They also have a partnership with WTLV on mentoring as well as Arby's and MAD DADS. They do not encourage mentoring via the Internet.

The second speaker was Mike Weinstein, CEO of Take Stock in Children. This is a statewide program, covering all 67 counties and spends about \$20 million per year for scholarships. They bring in 7-8<sup>th</sup> graders in the free lunch program and assign them a mentor. This program is totally educational and based fully on the four-year scholarships that are given to the child. They do not participate in programs that are not educational. They strive to break the cycle of poverty and hopelessness. There is a student advocate for every 100 students who monitors grades, attendance, etc. There are no tutors or social workers. Jacksonville has 500 children in their program, St. Petersburg has 2,500 and they work hard to get the community involved. Mr. Weinstein said the mayor of St. Petersburg contacts all new businesses that come into the community to encourage their involvement in this program. The students sign a contract to give permission to the mentor to obtain their report cards. Each volunteer is asked to spend a minimal of one hour per week with the program and there is a screening process as they prefer the "more at risk" children but they expect them to be able to perform academically.

Lynn Sherman, Director of Tipping the Scales, Baptist Health, was the final speaker. She stated that her program is an Adolescent Advocacy Mentoring program. It is in partnership with the Bridge of North East Florida and they focus on the middle-school children because they feel the elementary school children are being covered. This program covers mentoring, job skill training

and work. No students are turned away and there are no grade point average requirements. Students must participate in the Bridge and be in the ninth grade. Mentors for this program are trained at the Kessler Mentoring Program. Each student is case managed and must meet with the principal. Parents, teachers and the principal must work together in this program with a goal to help children discover their skills/talents and help them gain employment. She said that Tipping the Scales partners with the Bridge and endeavors to take care of the whole child.

Ms. Williams, president of Edward Waters College pointed out to the committee that there are certain common-threads, commitment, etc. among the presenters. But the question remains, she said, "how do we get the community involved?" According to the minutes a discussion was held but a solution was not noted in the minutes.

The group's meeting last week covered an overview of the Sunshine Laws, which had been explained during the first meeting. Afterwards, Ms. Linda Lanier, Director of the Jacksonville Children's Commission addressed the committee on the State of the Child. The group was advised that her presentation is on the web, [www.coj.net](http://www.coj.net). Some of the key points in the presentation according to the minutes included discussion about Positive Stress, which occurs in meeting new people; Tolerable Stress which occurs when affected by the death or loss of a parent or a natural disaster such as Hurricane Katrina, and Toxic Stress, which occurs as a prolonged, persistent activation of the stress hormones such as child abuse or neglect or family/neighborhood violence, etc. occurs.

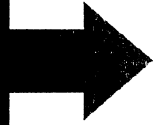
It was asked if there were mentoring programs for parents and it was mentioned that Blue Cross and Blue Shield has a very effective mentoring program for their employees but no answer was noted regarding a mentoring program for programs in the city.

Another concern was if the city's recreation department has positive youth development programs. I did not see an answer to this concern but it was recommended that the Mayor lead a "super bowl" style program as he did with Rally Jacksonville and the book clubs for the mentoring program to fill the gap between the 3,500 mentors and the 45,000 children in need of mentors.

It appears that after that suggestion, the meeting was adjourned.

REPORTED BY CLARA McLAUGHLIN

# Public Relations Committee Working Model



Immediate/Ongoing  
Opportunities for  
Public Engagement

**NOW!**



Responding to,  
augmenting and  
supporting Substance  
Committees

**ONGOING**



Big picture  
communication of Jax  
Journey action plan

**NOW-APRIL**



# Level 1 Actions

## Examples

- JTA Bus messages
- “People Making a Difference” features
- Hand out “Crime Stoppers” wallet cards at public events



# Level 2 Actions

## Examples

- Develop/ initiate mentoring recruitment campaign
- Advise on improved communication of gun crime deterrence
- Develop/ initiate campaign to increase formation of neighborhood watch programs with JSO



# Level 3 Actions

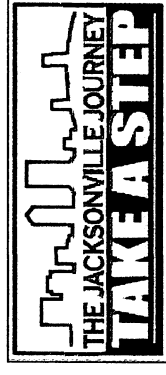
- Form positioning and message strategy for Jax Journey recommendations to be presented to public
- Form strategies for public engagement on the largest of strategies
  - Volunteerism
  - Funding/ donations
  - Etc.





# Your Committee Assignments

1. Attend meetings
2. If absent read minutes and follow up with staff on directives
3. Regular reports to us
4. Bring charges back to PR committee (or offer proactive ideas)
5. Own the charge through completion



# Making a Motion

## For Immediate Passage

1. Define objective
2. Explain relevance to cause and/or subcommittee
3. Present Message Strategy
4. Present implementation & Funding plan

## For Further Development

1. Define objective
2. Explain relevance to cause and/or subcommittee
3. Assemble development team
4. Set next steps for exploration/plan formation
5. Present for passage at next PR meeting

