



**City of Jacksonville – The Jacksonville Journey**

**Public Relations**

**MINUTES**

**OF**

**PUBLIC RELATIONS**

**RE-ENTRY WORKGROUP**

**March 20, 2008**

# **The Jacksonville Journey – Public Relations**

## **Re-Entry Workgroup**

**March 20, 2008**

**1:30 p.m.**

PROCEEDINGS before the Jacksonville Journey - Public Relations Re-Entry Workgroup taken on Tuesday, March 20, 2008, Edward Ball Building, 8<sup>th</sup> Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 1:30 p.m.

**Public Relations Re-Entry Workgroup**

**Ben Frazier, Member  
Melissa Ross, Member**

## APPEARANCES

### **WORKGROUP MEMBERS:**

BEN FRAZIER, Member  
MELISSA ROSS, Member

### **ABSENTEE MEMBERS:**

None

### **PROFESSIONAL STAFF:**

None

### **STAFF:**

LYNN RIX

### **OTHERS PRESENT:**

None

## **PROCEEDINGS**

March 20, 2008

Public Relations Re-Entry Workgroup

1:30 p.m.

**Call to Order and Comments.** The meeting began at approximately 1:30 p.m.

**Purpose of Meeting.** Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Public Relations Re-Entry Workgroup. Mr. Frazier and Ms. Ross have taken on the task of providing a public relations strategy for the Intervention/Rehab Sub-Committee for their Re-Entry program for ex-offenders. The workgroup met with Will Ketchum, chairman of the Public Relations Sub-committee and Mayoral staff on Friday, March 14, and received further direction for their project.

At that time they were asked four (4) questions. The purpose of today's meeting was to answer those questions.

**What are reasonable market rate fees for development and project management of the proposed multimedia campaign?**

Ms. Ross will research the costs of development and project management for the proposed media campaign as well as a budget for the summit. Mr. Frazier will get costs for a keynote speaker and other speakers for the summit.

The members of the workgroup talked to Ginny Walthour, staff, by telephone and confirmed that the Adult Re-Entry work group of the

Intervention and Rehabilitation Sub-committee is developing a plan for a comprehensive one-stop shop or a "Re-entry Portal". The multi-media campaign would make businesses aware of this organization and the annual H.I.R.E. summit would be a marketing tool of the Re-entry Portal.

In the original presentation it was suggested that a database, website and 1-800 number be developed. This would be a part of the Re-entry Portal and would be maintained by their staff. Costs for website design and maintenance will also be researched by Ms. Ross.

**Will the target audience be a specific segment of the business community and, if so, what that segment would be, or would it be the business community as a whole?**

It was decided that in order to reach the growth goals that have been set, marketing must be to the entire community, not just one or two segments.

**What is the message strategy?**

The goal is to change the mindset of the business community or to modify the perception of ex-offenders as employees and encourage businesses to remove barriers to employment for re-entering citizens. Empowerment zone and Enterprise zone incentives will be explained and emphasized.

**What are some specific objectives with measurable goals?**

1. Increase the number of businesses that hire ex-offenders from approximately 100 now to 500 over the next 5 years. The Intervention and Rehabilitation Sub-committee is working on obtaining the baseline numbers. Therefore the goal will be listed as a percentage so that even if the baseline numbers change the percentage of growth will remain the same.
2. Increase the current number of ex-offenders hired by XX% over the next 5 years.

**2. Action Items**

Ms. Ross will make the changes above. Mr. Frazier and Ms. Ross will be presenting the revised plan to the full Intervention and Rehabilitation Sub-committee on Monday, March 24, 2008 at 2:30 p.m.

**3. Discussion Items**

None

**Adjournment** Meeting adjourned at 2:30 p.m.