

**City of Jacksonville – The Jacksonville Journey**

**Public Relations**

**MINUTES**

**OF**

**PUBLIC RELATIONS**

**SUB-COMMITTEE**

**Chair/Member Discussion**

January 25, 2008

## **The Jacksonville Journey – Public Relations**

### **Sub-Committee**

**January 25, 2008**

**2:00 p.m.**

PROCEEDINGS before the Jacksonville Journey – Public Relations Sub-Committee taken on Friday, January 25, 2008, Edward Ball Building, 8<sup>th</sup> Floor – 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 2:00 p.m.

#### Public Relations Sub-Committee

Will Ketchum, Chair  
Diane Brunet, Member  
Hazel Yates Campbell, Member  
Maria Coppola, Member  
Hester Clark, Member  
Ben Frazier, Member  
Reggie Fullwood, Member  
Clara McLaughlin, Member  
Paul McCormick, Member  
Bryant Rollins, Member  
Melissa Ross, Member  
Neill Vining, Member

## **APPEARANCES**

### **COMMITTEE CHAIRS & MEMBERS:**

WILL KETCHUM, Chair

BEN FRAZIER, Member

DIANE BRUNET, Member

HAZEL YATES CAMPBELL, Member

### **STAFF:**

RACHEL DAVIS

RENEE BRUST

## **PROCEEDINGS**

January 25, 2008

Public Relations Sub-Committee

**Call to Order and Comments.** Chairman Ketchum called the meeting to order at approximately 2:05 p.m.

**Purpose of Meeting.** Chairman Ketchum requested to meet with Ben Frazier to get to know him better and discuss ideas and goals of the Public Relations committee going forward.

Chairman Ketchum introduced himself and thanked Mr. Frazier for meeting with him and for his proposed ideas and action items for the public relations committee. Chairman Ketchum asked Mr. Frazier to tell him his history.

Mr. Frazier said he graduated from Raines in 1968. He considers Jacksonville his home, though he has lived all over the nation. In 1979 he was the first African-American news anchor in Jacksonville. Mr. Frazier said he is happy to be a part of the Jacksonville Journey and wanted to make clear that his intention was to follow through on that commitment. He understands there may be some head-butting and disagreement but it will be worth the effort if we are to follow through on our charge. He asked for clarification on the charge from the mayor.

Chairman Ketchum said he struggled with understanding the mission at first, but he has come to understand the public relations committee, in general, is there to support the other committees.

Mr. Frazier said the charge from the mayor is clear. They are to act, not react. He said we have a great opportunity to put a face on this entire campaign. In the proposal he said we have to dress the campaign in clothing that fits. We have to be positive in our approach. Jacksonville is still a great place to live. We still like driving down Heckscher Drive,

having backyard barbeques and what about that view from the Dames Point Bridge? We need to start saying nice things about Jacksonville. Yes, we have a problem, but we need to take a step to help make it positive.

Chairman Ketchum said the committee is not intended to be reactive.

Mrs. Diane Brunet said she too is having a difficult wrapping her hands around how the public relations committee will work. Because of the requirements of the Sunshine Law, it makes it more difficult to have work sessions. If we come up with a plan, how do we develop it?

Mr. Frazier said he wants to see the committee tackle public service announcements, concentrating on improving behavior.

Chairman Ketchum said there will be opportunities to get to work right away as long as they are in support of the other five committees. He said he doesn't want to inhibit any creative thinking on the part of the members and he shares their frustration about the confining aspects of Sunshine Law.

Mr. Frazier said we can't allow ourselves to become bogged down in bureaucracy. We must put together a public relations campaign and act on it and implement it. Per our charge from the mayor we must come up with traditional and non-traditional means of getting the word out. For example JTA buses have an audio play-back system. That's something we can do.

Chairman Ketchum liked the idea and suggested that Mr. Frazier make a motion at next week's meeting.

Mr. Frazier and Mrs. Brunet said they would like to see the committee seed the ground now. Other ideas brought by Mr. Frazier were a city-wide "stop the violence" prayer day,

addressing church congregations with the message about Jacksonville Journey, start a speakers bureau of sorts to get the message to neighborhood organizations, churches, etc.

Mrs. Campbell asked if the committee has a budget.

Chairman Ketchum said we have to define our strategies and then come up with costs, but there is not current budget established for the initiative.

Staffer Renee Brust said the city has had a limited amount of success with PSAs and the city would likely be buying time to get the word out. Also discussed using morning shows as a way to get to some desired demographics.

The group discussed ideas for various PSAs and what message they wanted to get out now. All agreed the message needed to be about improving behaviors, behavior modifications. Eventually, at the end of 120 days, we'll have to ask the public to make a decision about something.

Mr. Frazier told Chairman Ketchum he cannot promise they won't disagree, but that Mr. Chairman has his full commitment to work in an appropriate and productive manner. Chairman Ketchum said they could disagree about strategy but not about the mission in general. He also said he wants to avoid the emotional commentary that was heard in the first meeting. He thought it was appropriate for the first meeting, but now we need to get to work. Mr. Frazier said these are emotional subjects. Sometimes emotion cannot be dismissed and it doesn't mean we won't make progress. If we work together, we can make it happen.

Mrs. Brunet and Mrs. Campbell outlined their backgrounds for the group. Mrs. Brunet heads up Brunet-Garcia, a multi-cultural advertising agency in Jacksonville. Mrs. Campbell heads up The People's Advocate. Mrs. Campbell expressed an interest in a ride-along with a JSO officer.

The meeting adjourned about 3:10 p.m.

