

PASSION

**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:**

“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, along with a #1-800 number for employers and ex-offenders to use**
- **To emphasize and promote the benefits of hiring ex-offenders who have undergone screening, training, and some form of transitional employment**



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 multi-year, 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 – program will feature:**
 - *Roundtable discussions- breakout sessions*
 - *Seminar on legal issues*
 - *Keynote on benefits and liabilities of hiring 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 unveil creation of new employee database and #1-800 number connecting businesses and ex-offenders to H.I.R.E.**
- **Summit will also serve as a job fair for local ex-offenders**
 - *-Networking sessions*
 - *-Booths for companies who currently hire ex-offenders (example: UPS)*
 - *-Resume critiquing service*



H.I.R.E.: STRATEGY

Re-Entry Programs: Creation of Database

- Establish central clearinghouse promoting the resources of Ready4Work, Operation New Hope, the Jacksonville Re-Entry Center, and other re-entry programs
- 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 and new #1-800 number 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- #1-800 number will help them connect to clearinghouse



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)
\$8,000 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 for 13-week campaign

TOTAL ANNUAL BUDGET: approx. \$300,000

BUDGET YEARS 2-THROUGH-5 – est. \$200,000 per annum



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