



Hillsborough County Florida

2010 CHARTER REVIEW BOARD Public Information Plan

OVERVIEW:

This Public Information Plan provides the framework for quality public outreach and service through educational, promotional and public awareness activities and programs in accordance with Board Policy 01.19.00.00, *Public Awareness, Awards & Sponsorship Activities*; and Administrative Directive #22, *Public Awareness, Awards & Sponsorship Activities*.

INTRODUCTION:

The Charter Review Board is called to serve Hillsborough citizens every five years as the official body to review the County's Home Rule Charter and to provide to voters any changes for consideration. The Charter Review Board (CRB) holds public meetings to gather input from citizens and to discuss and debate potential changes to the County's charter. Promoting attendance for the Charter Review Board meetings is a reasonable occurrence for incurring expenses for public awareness in Board Policy 01.19.00.00. As with all such public information plans, actual costs are borne by the client for which this report is prepared.

MARKETING/PUBLIC AWARENESS GOALS:

- To educate citizens about the general workings and purpose of the Charter Review Board
- To engage citizens so they provide input on the work of the CRB
- To provide quality customer service and relevant and timely materials to meet the public information needs of the Charter Review Board

MARKETING STRATEGIES:

Public/Community Relations Awareness
Community Outreach

Public Awareness

The Communications Department will assist the Charter Review Board with a variety of print, electronic and promotional/marketing measures to ensure citizens become familiar with CRB meetings and Charter issues.

Community Outreach

Community outreach focuses on open dialogue and interaction between Charter Review Board members and citizens. Outreach programs shall be achieved by promoting attendance at CRB meetings (live and online) as well as the use of social media such as Twitter, Blogger and Facebook.

MARKETING TOOLS:

The Communications Department will assist the Charter Review Board with its public awareness efforts by using one or a combination of the listed items in accordance with the policies of Procurement Services:

Printed Materials

Brochures	Newspaper ads
Information pamphlets	Articles in newsletters

Electronic Materials

Web Banners/Buttons	E-newsletters
Email groups	HTV online programming
Web Page	Video Archive
Twitter updates	Facebook presence
Blogger site posts	Charter Review Email box

Special Support Services

Photography Services
Audio visual support (beyond HTV services)
Web trends and social media archiving

Submitted for approval:

Lori Hudson
Communications Director