

From: [Jill Luke](#)
To: [Patsy Adkins](#)
Subject: Agenda Item for 6-27-17 Regular Commission Meeting
Date: Wednesday, June 14, 2017 9:31:58 PM

Patsy, I would like to submit the following agenda item for the 6-27-17 Regular Commission meeting.

Title:

Discussion and possible action regarding the potential of developing a collaborative communication process, to spread the same message/report, to the largest amount of citizens as possible, while creating a concise, accurate and unified communication. This would give a fair and equal opportunity for citizens to receive the same communication from their city.

Recommendation:

Recommend building a communication relationship/partnership with media channels throughout our city. In this design, the initial communication would stem from our City Media Department, potentially, including a regular Commission Report. The communications would be placed on the City Facebook Page, as well as some communications, such as a Commission Report, could be placed on the website. These communications would then be fed to the North Port Sun, who would place the same communication on their 'sites', and print it, also. The communications would, also, be fed to WKDW Radio, for the same communication to be spread via radio. By building this partnership of communication, we could spread the exact same message to the most people within the city, by utilizing 4 different styles of media. Some citizens only use one media, so this would cover all areas of communication, for the same message to be spread to the masses, and allow for a greater channel of transparency within the city.

Background information:

I have heard for years that there is a lack of communication within our city, and what can we do about it? The only way to conquer the issue is to, first, spread the same message, and secondly, to spread it through all medias, giving opportunity for all styles. Spreading the same message to all people, creates fairness and leaves aside partiality, bias, and exclusiveness. It will form an informed and unified community. It would build a strong community relationship between all of the media channels, as they would each provide the same communication. The initial communication should not be altered by the media outlet, but if they desire to comment and elaborate on the information, they can, separate from the uniform communication. It would be similar to a news release.

Backup material and attachments: I have spoken to all 3 media outlets and they all see where this could be a great collaboration, offering consistency to the citizens and allowing the city to broadcast their communications in a broader capacity, while giving greater audience opportunity to their media outlet. During my campaign, I offered this suggestion through the internet and it was received, unanimously, by the readers of the blog.

Thank you – Jill Luke

Jill Luke
City Commissioner
4970 City Hall Blvd.
North Port, FL 34286
Office- 941.429.7073
Cell- 941.628.0757



A City where you can "Achieve Anything"

E-mail message sent or received by City of North Port officials and employees, in connection with, City business are public records subject to disclosure under the Florida Public Records Act.

E-mail messages sent or received by City of North Port officials and employees in connection with official City business are public records subject to disclosure under the Florida Public Records Act.