



Legislation Text

File #: 17-1158, **Version:** 1

TO: Honorable Mayor & Members of the North Port Commission

FROM: Peter D. Lear, CPA, CGMA, Interim City Manager

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.

Recommended Action

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.

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.

Strategic Plan

N/A

Financial Impact

N/A

Procurement

Attachments:

1. E-mail from Commissioner Luke

Prepared by: Patsy Adkins for Jill Luke

Department Director: Patsy Adkins