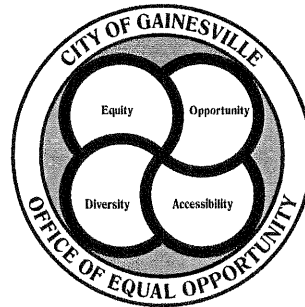


Equal Opportunity Office Education/Awareness Campaign



Prepared by:
Communications and Marketing
Office

Background

- Developed campaign to raise awareness of the office and services that we provide to both Gainesville's citizens and the City's employees based on an individual's: race, color, gender, religion, national origin, age, disability, marital status, sexual orientation or gender identity.
- The campaign is designed to educate educate the public and city employees on the purpose of the Office of Equal Opportunity and the services it provides both to citizens and the City of Gainesville as an organization.

Campaign Goals

- The campaign will center on the following areas:
 - City of Gainesville
 - Internal City Organization
- The primary focus of the campaign is positioning the office as a resource for the general public on equal opportunity matters and enforcement of the prohibition against discrimination in employment, housing, public accommodations, and credit
- A focus relative to City employees is positioning the office as a resource for equal opportunity and diversity matters and the prohibition against discrimination in employment, and access to our programs, services and activities.

Research by EO/CMO Staff in Evaluating and Preparing this Campaign

- Review of available services by the Office of Equal Opportunity
- Review of comparable municipal Equal Opportunity websites
- Review of current City of Gainesville Equal Opportunity print materials
- Review of EO Strategic Plan
- Review of Alachua County Equal Opportunity plan
- Review of Florida Equal Opportunity plan

Campaign Goals & Objectives

- **Campaign Objectives:**
 - Raise public awareness of the services available through the Office of Equal Opportunity, both internally and externally by December 2008.
 - Raise public awareness on equal opportunity issues by the citizens of Gainesville by December 2008.
- **Strategy**
 - Campaign consists of a multi-media approach utilizing the following communications channels:
 - Local government and commercial cable telecast (Public Service Announcements, Programming)
 - Public and commercial radio (Public Service Announcements)
 - Internet Web site
 - Print materials and publications
 - Employee Intranet Web site

Key Messages

- **“It’s about opportunity”**: introduction to what the Office of Equal Opportunity does to help people access jobs, housing, and public accommodation within the city of Gainesville
- Public education on the ten protected classes (race, color, gender, religion, national origin, age, disability, marital status, sexual orientation and gender identity).
- Various “themes” communicated in all media outlets. The campaign will include an overall message in the introductory PSA and will focus on equal opportunity to housing, equal access (ADA) and employment in the subsequent messages in this first rollout of the campaign.

Campaign Audiences

- General public
- City Employees

Campaign Strategies

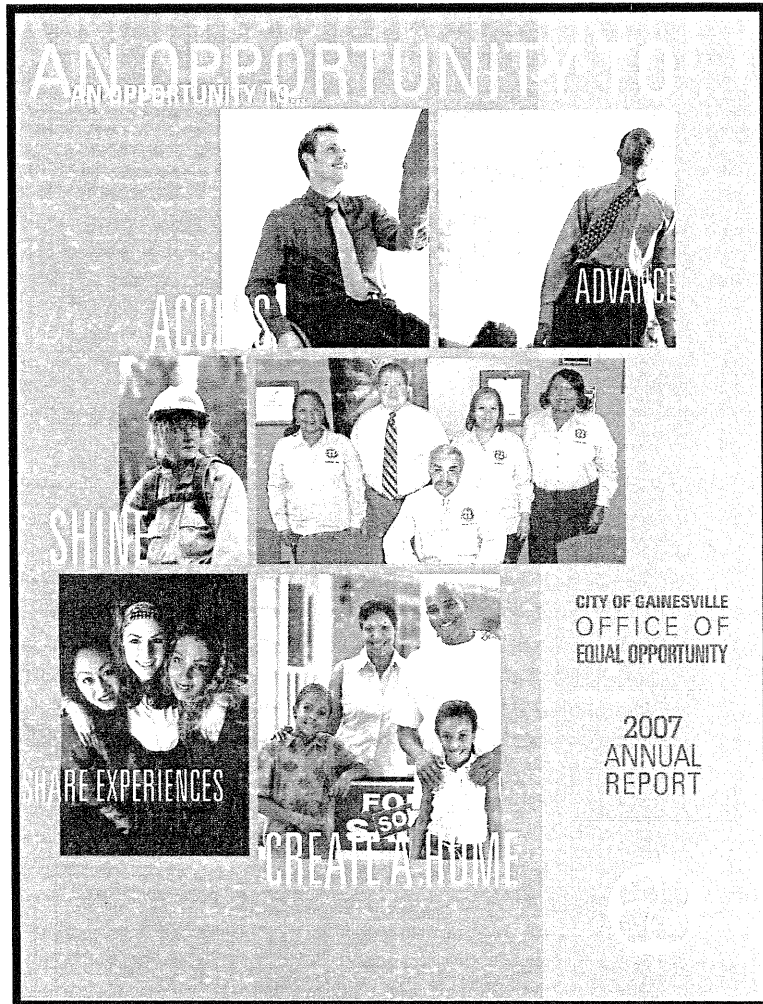
- Campaign themes should be consistent across communication outlets – create synergy
- Focus on different aspects of the Office throughout the campaign roll out
- Real people/ real cases
- Heighten visibility internally and externally through multiple channels

Campaign Strategy

- Focus on one issue per quarter (Opportunity, Equity, Diversity, Accessibility)
- Saturate message by placing it in multiple mediums, create synergy between communications
- Quarterly Press Release on Highlighted Topic

Campaign Tactics

- City Publications
 - Introduce theme EO Office will focus on during the quarter in each of these publications:
 - Office of Equal Opportunity Annual Report
 - *Hodgepodge*
 - *City Manager's Biweekly Report*
 - *Municipal Minutes* e-newsletter
 - *Pathways*, the City of Gainesville Employee Magazine

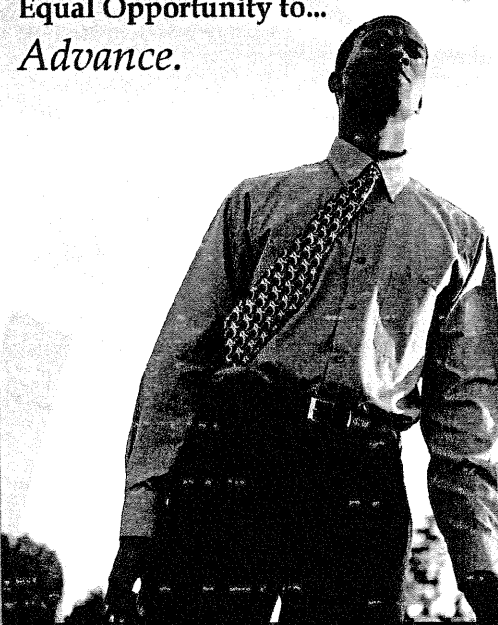


Sample Web Ads/Annual Report Imagery

CITY OF GAINESVILLE
every path starts with passion
FLORIDA

Office of Equal Opportunity

Equal Opportunity to...
Advance.




Opportunity - Equity - Diversity - Accessibility
For more information please call (352) 334-5051
(Voice)/(352) 334-2069 (TDD) or visit
<http://www.cityofgainesville.org/co/>

CITY OF GAINESVILLE
every path starts with passion
FLORIDA

Office of Equal Opportunity

Equal Opportunity to...
create a home

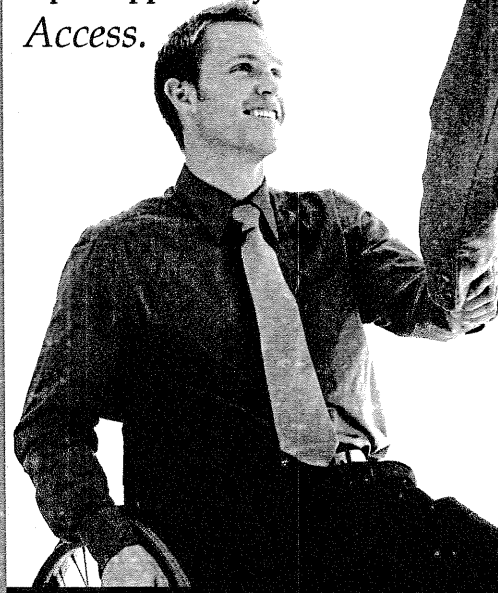


Opportunity - Equity - Diversity - Accessibility
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Campaign Tactics (cont.)

- Press release to all media
- Television
 - Community12 Programming
 - Featured interview/coverage on *The City Show*
 - Public Service Announcements (4)
 - To be aired in rotation on Community 12, ad space purchased on cable channels (\$1,500/quarter)
- Radio
 - Public Service Announcements, interview pitching
- Web
 - City Web site
 - Main page
 - Office of Equal Opportunity page
 - Employee Intranet

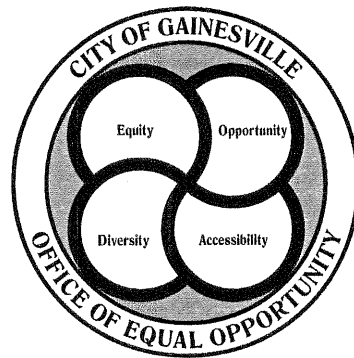
Timeline: Initial Campaign

- **April - December:** “It’s About Opportunity” – Office of Equal Opportunity Overview – Introduction to Campaign
- **Last week of April – end of June:** Equal Opportunity to Housing and Credit - Fair Housing
- **July-August:** Equal Opportunity to Access - ADA
- **September – December:** Equal Opportunity in Employment (Career Fair)

Evaluation Methods

- Website hits
- Online survey of awareness of the Office of Equal Opportunity, pre- and post-campaign.

“It’s about opportunity.”



Thank you!