



DATE: March 25, 2002

TO: Honorable Mayor and Members of the City Commission

FROM: Michael L. Kurtz, General Manager

SUBJECT: General Manager Outstanding Referral #001028 - Professional Public Information Assistance

RECOMMENDATION

The City Commission remove Item #001028 – Depot Avenue – Professional Public Information Assistance Utilities to the General Manager from the referral list.

EXPLANATION

On February 26, 2001 the City Commission referred to the General Manager the issue of professional public information assistance articulating the vision of the Depot Avenue Project.

In an effort to develop interest in the SPROUT Project and increase attendance at the January 26, 2002 Design Workshop, we instituted a number of low-cost public relations strategies. The message was the environmentally friendly, natural stormwater treatment and recreation aspects of Depot Park. We targeted the message to local neighborhoods within the Depot Park area and members of the public interested in this project. Below is a detailed list of our efforts:

Media Coverage:

Press Release – Media kits, including the release of a FAQ sheet, were sent to the *Gainesville Sun* and the *Independent Florida Alligator* a month before the workshop. Both papers ran longer, editorial articles on the SPROUT Project and workshop prior to the workshop.

Several weeks before the workshop, event information was posted in the *Gainesville Sun* Neighbors and Business Partners calendars and Fox 51's online calendar. All radio and TV stations received the release the week of the event. Most stations, including Channel 5 and TV20, planned to highlight the event.

Radio Spots – To receive free air time, 30 and :10 radio Public Service Announcements (PSAs) were created and sent to our station representatives three weeks prior to the event. The following stations ran the PSAs from 1/14/02 – 1/26/02: 98.5 KTK – 10 PSA broadcast from 9a.m. – 6 p.m.; 97.3 SKY - 10 PSA broadcast from 9a.m. – 6 p.m.; WRUF – PSA broadcast at various times and on AM 850 online events calendar; MAGIC 101.3 – PSA broadcast at various times; WUFT/TV and WJUF/FM – :10 spots broadcast at various times.