Office of Public Communications

Presentation to Oversight Board

June 27, 2019





Office of Public Communications Areas of Service

- Public Information
- Digital Design and Communications
- Audio Visual
- Print Shop
- Call Center





Our Goals

- Educate
- Inform
- Engage
- Promote Government Transparency
- Protect and Defend our Brand





Communications and Marketing Consultant Services

- Branding, Media and Marketing Services
- Crisis Communications Services
- Digital Content Delivery Services
- Video Scripting and Production





Sample Consultant Services

- Branding and Tagline
- Annual Media Plan, including social media
- Response to media coverage – dispel myths, correct rumors

- Strategizing Public Hearings and project outreach
- Speakers Bureau of "trusted voices"
- Media training
- Social media
- Special events





Public Information Officer

Interviewing candidates in July





Entities Expected to Have Surtax- Funded Projects

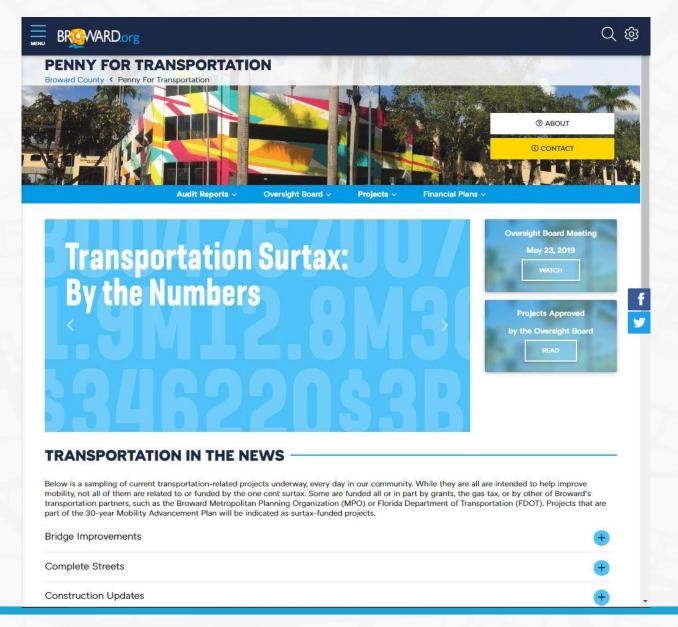
- County
- 31 Municipalities
- MPO
- FDOT







Website Broward.org/PennyForTransportation





Communicating About Projects

- Project Site Signage
- Bus signage interior and/or exterior
- Bus shelter signage
- Fence Banners at high traffic intersections
- Flyers
- News Releases





Communicating About Projects

- Community and Stakeholder
 Publications (county and municipality)
- * Websites and TV Channels (county and municipality)
- Social Media
- Video PSAs
- Government Meeting Broadcast/Webcast Pre-Show Promotion





Public Record Request (PRR) Program

- Each County agency has a PRR Coordinator
- Gretchen Cassini is Oversight Board's PRR Coordinator
- Acknowledge requests within one business day
- Enter and track requests and timely response in the PRR system





Media Inquiries

To ensure consistent messaging:

Oversight Board members contact Gretchen Cassini <u>first</u> before responding to media inquiries



Gretchen Cassini





Questions?



