

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director 
Kathy Helmuth, Director of Communications 

Requested Action

Approve the expenditure of \$15,000 to participate in the *St. Petersburg Times* NIE (Newspapers In Education) as part of the JWB Strategic Plan Social Marketing Campaign.

Options

1. Approve the expenditure of \$15,000 to participate in the *St. Petersburg Times* NIE (Newspapers In Education) as part of the JWB Strategic Plan Social Marketing Campaign.
2. Deny the request.
3. Other action as deemed appropriate by the Board.

Recommended Action

Approve the expenditure of \$15,000 to participate in the *St. Petersburg Times* NIE (Newspapers In Education) as part of the JWB Strategic Plan Social Marketing Campaign.

Source of JWB Funds

FY 99-00 JWB Communications Department Budget.

Fiscal Impact

Previously approved \$15,000 cost allocated for bookmarks and brochures would be re-allocated to the *St. Petersburg Times* NIE program.

Narrative

As part of JWB's Strategic Plan implementation, in FY 98-99 a Social Marketing Advisory Council formed to develop a Social Marketing Campaign plan. Comprised of public relations professionals from both the public and private sector and including youth representation, the Council's plan was approved at the 10/99 Board meeting. The plan, which included a number of products and activities based on in-kind contributions and partnerships, also included a JWB allocation of \$25,000 for three key components:

- Billboards
- Bookmarks
- Brochures

Since the Board's approval, the following additional input has been received:

- JWB's three Community Councils participated in focus groups to provide additional input on the plan's three key components. Their receptiveness to billboards was overwhelming, with only a few negative comments. Bookmarks were ranked very low in effectiveness. Brochures received strong ratings when they were creative, intriguing, provided pertinent information, and were good resources for those wanting more in-depth information on a topic.
- Through the efforts of a JWB Social Marketing Advisory Council member, a public relations firm offered pro-bono assistance in reviewing the plan to assist with the campaign slogan and provide suggestions on how dollars might be spent more effectively. Their recommendation was to proceed with a billboard campaign, and in lieu of bookmarks and brochures, invest the dollars in the NIE program.

The *St. Petersburg Times* NIE manager was contacted, and has offered the following proposal:

- ✦ Sponsorship of the "Anne Frank: Lessons in Human Dignity" education supplement to extend distribution to all Pinellas County middle school students (26,000) on International Literacy Day, 9/8/00. Included will be an adult/student 4-week lesson plan. Suggested examples of activities thus far: parents and youth keeping a diary for a period of time and then sharing their thoughts based on the diaries; a study of the Bill of Rights, with families drawing their own set of a family bill of rights to consist of rights and responsibilities that each family member has. Adult/student lessons will include ways that any day's newspaper can be used to study tolerance, peaceful resolution of conflict, acknowledging differences in cultures, and need for individuals to speak out and take positive action. Prior to distribution of "Anne Frank: Lessons in Human Dignity," teachers, principals and supervisors will be notified to ensure approval. This encourages teachers to involve parents in the learning process and promotes lessons being completed with adults in the home for extra credit. Without JWB's sponsorship, this supplement would only go to NIE teachers selecting it as one of some 25 supplement titles (approximately 10%). As well, the supplement would not include both adult and student activities, nor would it include adult and student surveys.
- ✦ In the supplement, JWB will be able to include a message about asset building in youth, resources for parents, etc.
- ✦ A measurement of the effectiveness of the project will be included in the supplement, with a survey for parents, teachers, and students to complete. Survey responses will be tabulated by school. In addition, the *Times* has offered to provide school countywide demographic distribution figures.
- ✦ JWB sponsorship will include providing 200 NIE middle school classrooms with approximately 30 newspapers per classroom for 18 weeks (first semester). This includes access to newspaper-related education services that include student contests, teaching guides, and teacher training.

A letter will be sent to teachers informing them that JWB is sponsoring their classroom in the effort to promote at-home discussion, interaction and learning between adults and children. Suggestions for at-home activities and the *Times* online NIE parent/teacher resources address will be included in the letter to teachers. Should JWB wish to include additional printed materials in this communication, upon the NIE manager's review of the material, JWB will have the option to do so.

- Parents of Pinellas County middle school students will be invited to attend a special parent workshop to be held at the Florida Holocaust Museum sometime in September 2000.
- Since JWB also produces the children's stage at the *St. Petersburg Times* Festival of Reading, scheduled this year for November 11 and 12, the NIE manager has suggested the addition of a parent/youth workshop as part of the children's programming. JWB, the NIE manager, and the Festival of Reading staff will further explore this possibility.
- In addition, the *Times* Newspaper In Education web page will provide a link to JWB's web site for the 2000/2001 school year.

Participation in the NIE program, and specifically the Anne Frank education supplement, involves an age group specifically targeted in the JWB Strategic Plan, as well as focuses on one of the three critical areas of concern, that of violence-free youth. It provides an opportunity for adults to spend time with youth in constructive, positive activities, all an integral part of JWB's social marketing campaign and message.