

Communications and Advertising Plan

Government and Minority Affairs Committee
February 22, 2005

Purpose

- Review current external communications efforts
- Review current advertising efforts
- Review goals and planned improvements for a comprehensive, citywide Communications and Advertising Plan

Current Communication Efforts

- The City of Dallas Public Information Office (PIO) is the primary point of contact for all City communications efforts
- There are six components the City of Dallas focuses on in its external communication efforts:
 - Community Outreach
 - Marketing and Communications
 - Media Relations
 - Graphics Support
 - Translation Services
 - Advertising

Current Communication Efforts

Community Outreach

- Develops, plans and executes special events
- Responds effectively to public concerns about projects
- Produces materials to educate the public about city services
- Provides translation and interpretation services
- Programs Dallas Government Television, 6B
- *Examples of outreach projects:* Resurfacing of Jefferson Boulevard, Launch of test recycling program, Trinity River Corridor Project, Business Development and Procurement Resource Link Program

Current Communication Efforts

Marketing and Communications

- Researches, writes and produces publications
- Researches, writes and updates Web site content
- Researches writes, edits and designs presentations
- Researches, writes, and implements marketing plans
- Researches, writes and edits speeches
- *Examples of marketing and communication projects:*
Sanitation collection information, Recycling Test, This is My Library branding campaign, Mayor/Council Inauguration Script, Dallas Executive Airport

Current Communication Efforts

Media Relations

- Researches, writes, edits and distributes news releases and advisories
- Develops and executes publicity campaigns
- Responds to media inquiries and arranges interviews
- Plans, coordinates and executes press conferences, media briefings, and editorial board meetings
- Develops crisis management communication strategies in conjunction with departments
- Manages Open Records requests with appropriate departments

Current Communication Efforts

Graphics support

- Provides publication and advertising layout and design
- Coordinates Web site design and content updates
- Art directs photo shoots
- Coordinates printing
- *Examples of graphic projects:* water bill inserts, posters, flyers, 2005 Annual Report/Calendar

Current Communication Efforts

Translation Services

- Translates the City's Web site, news releases, media advisories, pamphlets, print ads, and other City documents from English into Spanish
- Edit translated documents used by the City
- Develops and maintains the City's English-Spanish glossary
- Example of translation services projects:
www.alcaldiadedallas.org, the City Charter, Glossary of Commonly Used Terms

Advertising

- Coordinates production and placement of advertisements

Current Advertising Efforts

- Collaborate with City departments to place legal and general ads in local newspapers
- Two types of ads:
 - **Legal notices** (ordinances, public hearings, bids, etc.)
 - **General** (job announcements, public meetings, special events, etc.)
- City spent \$750,000 in FY 04 for legal and general print ads
 - Legal = \$400,000
 - General = \$350,000

Current Advertising Efforts

Legal Notices

- City Charter requires an official newspaper to:
 - Have 25 percent of its content dedicated to general news
 - Publish at least weekly
 - Be in business for at least one year
- City Code requires official newspaper to have at least 280 distribution points in the city
- *The Dallas Morning News* is only newspaper that meets all the requirements set out in the City Code and City Charter
- In FY 04, Dallas spent an estimated \$400,000 on legal notices with *The Dallas Morning News*

Current Advertising Efforts

General

- City has advertising price agreements with 14 community newspapers (See Appendix)
- \$350,000 was spent in FY 04 on general advertising with all newspapers
 - DMN - \$300,000
 - Community Newspapers - \$52,312

Communication & Advertising Goals

- Increase public awareness of city services and programs
- Target all stakeholders
- Use multiple communication mediums strategically
- Develop performance and outcome measures
- Maximize advertising resources

Planned Improvements (Communications)

- Enhance the city's Web site to provide easy access to information
- Utilize electronic communication tools (Web and e-mail)
- Establish a city speakers' bureau
- Establish a city "experts" contact list
- Expand broadcast programming

Planned Improvements (Communications)

- Develop an internal electronic newsletter to facilitate employee communication and recognition
- Measure impact of Public Information Office media relations efforts using metrics software
- Hire a full-time graphic artist

Planned Improvements (Advertising)

- Establish advertising goals and objectives for upcoming programs and events
- Establish an advertising review/approval process
- Develop guidelines and procedures to maximize use of advertising dollars
- Use expertise of PIO to determine how to best reach targeted audiences
- Distribute advertising dollars more evenly with print media

Planned Improvements (Advertising)

- Explore changes to the City Charter and City Code to achieve greater flexibility for placement of legal ads
- Explore changes to State Law to expand options for the dissemination of legal ads
- Revise and establish minimum requirements for legal ad content
 - Publish only legally-required information
 - Consolidate bids into a single classified ad
 - Include city web site and phone number in ads

Planned Improvements (Advertising)

- Use other communication mediums including:
 - Radio, Magazines
 - Direct Mailings
 - Web Site
 - Television
 - Billboards
- Utilize community newspapers more extensively for ads
- Encourage departments to engage in outreach activities to better educate public

Next Steps

- Implement planned improvements
- New PIO Director will develop a strategic internal and external communications plan within 3 months
- Explore Charter Amendment relative to newspaper of record and amend City Code accordingly
- Explore changes to state law via City's legislative agenda

APPENDIX

Advertising with other Publications

<u>Publication</u> (on price agreement)	<u>03-04 TOTAL</u>
• Daily Commercial Record	\$2,589
• Dallas Business Journal	4,590
• Dallas Examiner	14,360
• Dallas Post Tribune	608
• Dallas Weekly	9,833
• Diario La Estrella	0
• El Herald	4,053
• El Hispano	900
• El Sol	5,708
• Minority Business News	0
• MON- The Gazette	0
• Northside People	1,566
• Oak Cliff Tribune	2,750
• Rolling Out	1,000

Advertising with other Publications

<u>Publication (not on price agreement)</u>	<u>03-04 TOTAL</u>
• Dallas Chinese News	1,270
• Dallas Chinese Times	1,600
• DFW Elite News	1,100
• Korean Journal	385
– TOTAL (all publications)	\$52,312

Current Bid Notice Ads

- Typical bid notification ad
 - Placed once a week for two weeks
 - Exceeds all legal requirements
 - Based on column inches, \$202.40
 - Total Cost = \$404.80

P O #1265-3927
City of Dallas
Advertisement for Bids

Sealed bids will be received at the Office of Purchasing Agent of the City of Dallas, 1500 Marilla St., Rm. 6FS, Dallas, TX 75201, until 1:30P.M. The Bids will be publicly open at 2:00P.M. in the Express Business Center, Rm. L2ES at City Hall, Bid titles, department and dates of public opening are listed below. Bid Pockets, Plans and Specifications may be obtained from the department. For alternative plans and specifications pick up site, please contact department.

*MLK RECREATION CENTER LOWER LEVEL ROOF REPLACEMENT RELATED WORK AND ASBESTOS ABATEMENT WORK. Pre-bid Conference will be held at 10:00 a.m., Wednesday November 10, 2004 at the project location, 2922 Martin Luther King Blvd., Dallas, TX 75215. Specifications may be obtained and for examined at the office of the Department of Equipment and Building Services, Project Management/Design and Construction Division, 1500 Marilla Street, Room 6/B/N, Dallas, Texas 75201, (214) 670-5380, Fax: (214) 670-5442. Plans and Specifications may be obtained beginning on Friday, November 05, 2004 and may be purchased for a non-refundable fee of fifteen dollars (\$15.00) per set (check or money order). Contact Melvin Gipson @ ph# (214) 670-5924 or David Walker @ ph# (214) 670-4903, Fax: (214) 670-5149. (Bid open 11/18/04)

*RANDALL PARK ATHLETIC FIELD IMPROVEMENTS. Park and Recreation Department, 1500 Marilla, Rm 6FN, Dallas, TX 75201. Attendance at one of the mandatory pre-bid conferences is require. The pre-bid conferences will be held on 11/15/04 and 11/17/04 at 9:30 a.m. at 1500 Marilla, Rm 6FS, Park and Recreation Department Conference Room. Cost for plans and specifications \$50.00 (check or money order) (deposit is refundable if returned within 10 working days of the date of the bid opening). Contact Sandy Ramirez @ ph# 214670-4109, (Bid Open 12/2/04)

New Bid Notice Ads

- Reduced bid notification ad
 - Placed once a week for two weeks
 - Meets all legal requirements
 - Based on column inches, \$61.60
 - Total Cost = \$123.20

PO # XXXX-XXXX

CITY OF DALLAS
ADVERTISEMENT
FOR BIDS

Sealed bids will be publicly opened at City of Dallas, Express Business Center, 1500 Marilla, Rm. L2ES, Dallas, Tx., 75201 at 2:00 P.M. Download bids listed below from our website, www.bids.dallas-cityhall.org

MLK Recreation Center
Lower Level Roof Replacement, Related Work and Asbestos Abatement Work (CIZ0503-Open 11/18/04) Other
Randall Park Athletic Field Improvements (CIZ0504-Open 12/2/04)
Other