



***CITY OF FORT PIERCE
MARKETING AND
COMMUNICATIONS DIVISION***

OUR TEAM



*DeVoshay "Shay" Johnson Sr.
Deputy City Manager*



*Kaitlyn Ballard
Marketing and Communications Manager*



*Robert "Bobby" Lutjen
Media Specialist*

CORE FUNCTIONS AND RESPONSIBILITIES

- *Brand Oversight*
- *Marketing*
- *Community Engagement*
- *Photography*
- *Video Production*
- *Graphic Design*
- *Event Coverage*
- *Public Meeting Coverage*
- *Publication Distribution*
- *Website Management*
- *FPTV Management*
- *Social Media Management*



MARKETING AND COMMUNICATIONS DIVISION FY 2023/24



Marketing & Communications Division



FY 2023-24

FPTV Coverage

| | | |
|---------------------------------|-----------------------------------|----------------------------------|
| 23 VIDEOS PRODUCED | 41 GRAPHICS PRODUCED | 112 PUBLIC MEETINGS |
|---------------------------------|-----------------------------------|----------------------------------|

(12,676 Total Video Runs)

Event Coverage

105
Hours

Social Media

134,831
Followers Across All Platforms (and growing!)

Website Usage

321,000
Visits

Internal Support

265
Tickets / Requests

Press Coverage

100+
Inquires, Interviews, Etc.

*Information as of July 1, 2024

MISSION & VISION

Mission: To effectively communicate and promote the City of Fort Pierce's services, initiatives, and events, fostering a well-informed and engaged community.

Vision: To be a trusted and innovative source of information, enhancing the City's reputation and ensuring transparency and accessibility.



KEY OBJECTIVES

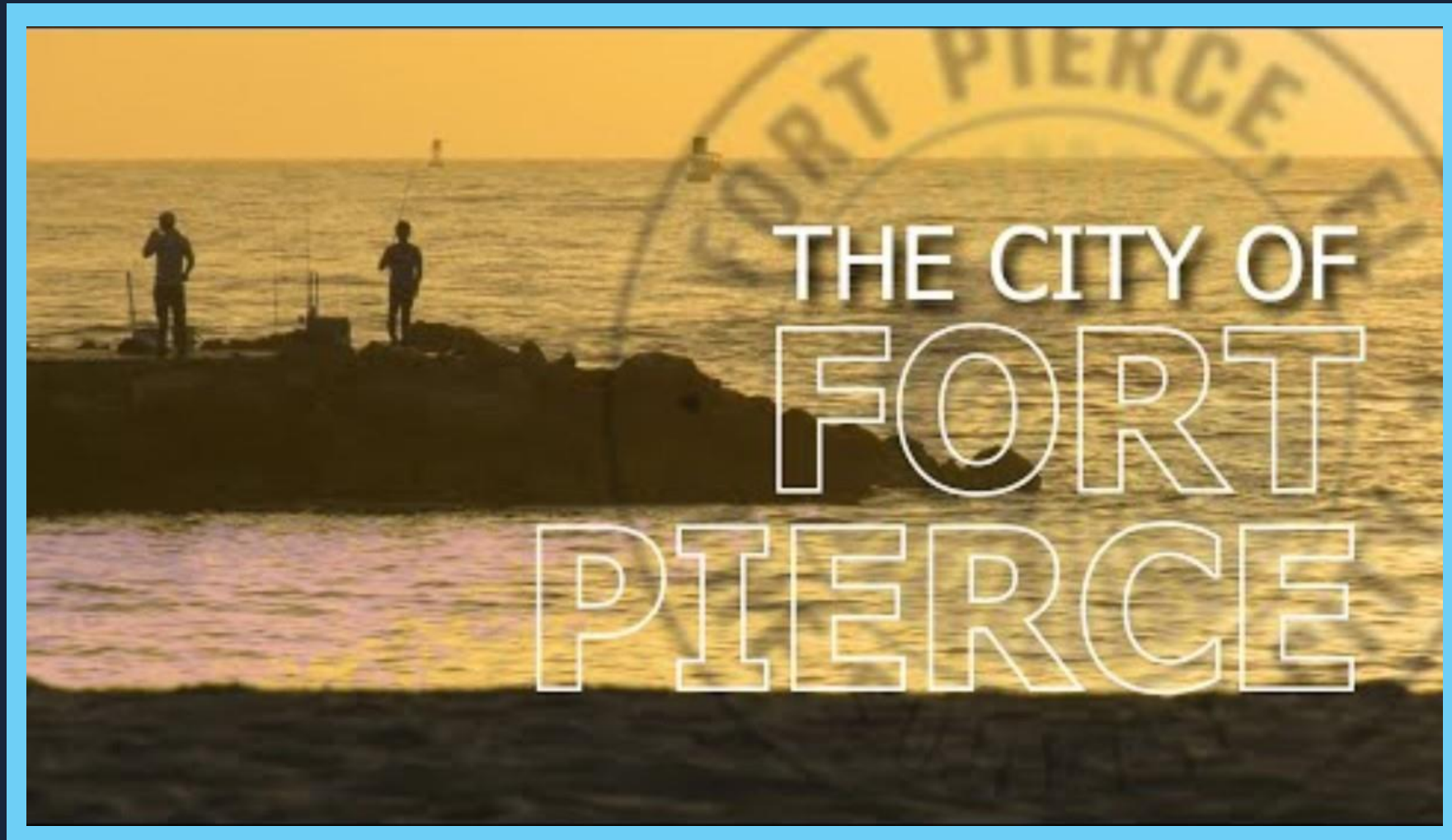
Enhance Public Engagement: Through transparent and interactive communication, foster an informed and engaged community.

Promote City Initiatives: Increase awareness of City projects, services, and events.

Strengthen Community Relations: Build trust and strengthen relationships with residents, businesses, organizations, and the media.

Branding and Identity: Enhance the City's brand and identity to reflect its values and vision.

WHAT MAKES THE CITY OF FORT PIERCE GREAT?



WHO WE ARE!

OUR STORY!

CURRENT PROJECTS / NEEDS

- *Strategic Communications Plan*
- *Crisis Communications Plan*
- *Updated SOPs / Policies / Procedures*
- *Brand / Message Consistency*



CURRENT CHALLENGES

- *False information / narratives being shared*
- *Changing perceptions / misperceptions*
- *Reaching everyone in the community*



SOLUTIONS / ACTION ITEMS

- ***Work with a public relations consultant to establish a strategic communications plan, a crisis communications plan, SOPs, policies, and procedures.***
- ***Work with internal departments to maintain brand and message consistency.***
- ***Build and maintain relationships with our local media partners, businesses, organizations, and residents.***
- ***Continue to be involved and engaged with the Community.***
- ***Continue to provide consistent, accurate, and factual information.***



CONTINUE WORKING WITH OUR COMMUNITY CONNECTIONS



PRINT / RADIO

- *Indian River Magazine*
- *Better Living Magazine*
- *Focus Magazine*
- *1490 AM*
- *93.7 FM*
- *94.7 FM*
- *104.9 FM*
- *99.7 FM*
- *88.9 WQCS-FM*
- *91.1 FM*
- *and More!*

STRATEGIC PARTNERS

- *EDC OF St. Lucie County*
- *St. Lucie County*
- *St. Lucie County Transit*
- *Fort Pierce Utilities Authority*
- *St. Lucie County Schools*
- *and More!*

COMMUNITY PARTNERS

- *Main Street Fort Pierce*
- *Lincoln Park Main Street*
- *Non-Profits*
- *Religious Organizations*
- *Businesses*
- *Residents*
- *and More!*

MEDIA

- *Wpbf 25*
- *Cbs 12*
- *Fox 29*
- *Hometown News*
- *and More!*

STAYING ENGAGED WITH RESIDENTS



STAY CONNECTED



STAY CONNECTED VIA

- *City's Website*
- *Social Media Channels*
- *Subscribe to Notifications*
- *FPTV Channel 27*
- *YouTube*



QUESTIONS?

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