



Measure #: 2024-044

TOWN COUNCIL MEASURE SUBMITTAL

Date: 11/27/2023

Submitted By: Town Manager

Telephone #: 508-699-0100

MEASURE DESCRIPTION:

Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. *REVISED*

Signed: _____

[Handwritten Signature] 2023/11/27

PURPOSE AND JUSTIFICATION:

Purpose:

To see if the Town Council will approve the repurposing of \$50,000.00 from the Server Upgrade Account to retain North TV as a public relations support firm. This request is a repurposing of existing funds, voted from Free Cash, and requires no additional funding from the budget.

Justification:

1. Crisis Management: In times of crisis, such as natural disasters, public health emergencies, or other critical situations, North TV will help manage communications, ensuring accurate and timely information dissemination to the public and media.
2. Community Engagement and Awareness: North TV will assist in creating and executing campaigns to inform and engage the community about municipal projects, policies, and initiatives. This can include public health campaigns, environmental initiatives, new policy implementations, or information regarding potential debt exclusion votes.
3. Reputation Management: North TV will help manage the municipality's reputation by highlighting positive initiatives, managing negative publicity, and shaping public perception.
4. Event Promotion and Management: For Town-sponsored events like parades, commemorations, or public meetings, North TV will help with promotion, and engagement in the community.
5. Strategic Communication: North TV will assist the Town in the development of a strategic communication plan in order to communicate effectively with our constituents. This includes identifying key messages, target audiences, and the most effective channels for communication.
6. Social Media Content Management: In the digital age, maintaining an active and positive presence on social media is crucial. North TV will assist in managing social media accounts, creating content, and engaging with the community online.
7. Branding and Image Building: North TV will develop and promote a positive and attractive image of the Town.

SPECIAL REQUIREMENTS:

ATTACHMENTS:

REFER TO SUB-COMMITTEE: Finance

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PURPOSE AND JUSTIFICATION CONTINUED:

8. Change Communication: When implementing new policies or undergoing organizational changes, effective communication is key to ensuring public understanding and support. North TV will assist in the planning and executing of our communication strategies.