

**2009**  
**STRATEGIC MANAGEMENT PLAN**  
**COMMUNICATIONS DIVISION**

**MISSION STATEMENT OF COMMUNICATIONS DIVISION:**

*“To provide accurate and timely information about the exceptional services and programs offered by the City of Coral Gables and to showcase the uniqueness of the City Beautiful.”*

**Goal: Maximize External and Internal Communications**

**Objective 1: Maintain essential external communication vehicles**

Performance indicators	Assigned	Completion Date	Status
Produce biweekly <i>e-News</i>	M.R.	Biweekly	Funded
Produce an on-line <i>City Beautiful Newsletter</i>	M.R.	Recommending twice a year	Funded
Print <i>Golden Gables</i>	B.P.	Quarterly	Funded
Conduct public education in Special Municipal Election of April	M.R.	April 14, 2009	Funded
Produce on-line City Services Guide	B.P.		Unfunded
Produce Business Services Guide	M.R.		Unfunded
Produce Annual Report	M.R./B.P./Departments		Unfunded
Produce consistent flyers, brochures and other collaterals	M.R/B.P.	As requested	To be funded by requesting Department

**Objective 2: Maintain standard of all Coral Gables publications**

Performance indicators	Assigned	Completion Date	Status
Produce External Forms	M.R./B.P.	As requested	
Produce Internal Forms & Guides	M.R./B.P.	As requested	
Produce Letterhead & Business Cards	M.R./B.P.	As requested	

**Objective 3: Enhance communications among employees**

<b>Performance indicators</b>	<b>Assigned</b>	<b>Completion Date</b>	<b>Status</b>
Produce on-line Xchange newsletter	B.P.	Quarterly	Funded
Promote employees' success stories through communication vehicles	B.P.	As requested	

**Goal: To Better Promote City Services & Programs**

**Objective 1: Enhance relationship with the media**

<b>Performance indicators</b>	<b>Assigned</b>	<b>Completion Date</b>	<b>Status</b>
Cultivate media relationships	M.R./B.P.	Ongoing	
Establish promotional partnerships	M.R./B.P.	Ongoing	
Develop minority media relations	M.R./B.P.	Ongoing	
Write message from City Manager for publication	M.R.	As requested	

**Objective 2: Publicize special events, services and programs**

<b>Performance indicators</b>	<b>Assigned</b>	<b>Completion Date</b>	<b>Status</b>
Publicize Emergency Preparedness	M.R./B.P.	Summer	On schedule
Publicize success of Trolley	M.R./B.P.	Ongoing	On schedule
Showcase City successes	M.R./B.P.	Ongoing	On schedule
Disseminate press releases	M.R./B.P.	Ongoing	On schedule
Cross-promote city-wide events	M.R./B.P.	Ongoing	On schedule
Enter recognized national and regional awards	M.R./B.P.	Ongoing	On schedule

**Objective 3: Promote a sense of civic pride among the business community**

Performance indicators	Assigned	Completion Date	Status
Continue the dialogue with BID, Chamber and UM for future projects	M.R.	Ongoing	On schedule

**Objective 4: Promote the City to regional and national audiences**

Performance indicators	Assigned	Completion Date	Status
Write special stories for regional and national publications	M.R./B.P.	Ongoing	On schedule

**MISSION STATEMENT OF CORAL GABLES TELEVISION AND GABLES RADIO 1620 AM:**

*“To broadcast information about the exceptional services offered by the City of Coral Gables and to showcase the uniqueness of the City Beautiful.”*

**Goal: Enhance services of cable, radio, and electronic media**

**Objective 1: Offer better Coral Gables Television programming**

Performance indicators	Assigned	Completion Date	Status
Produce <i>Newsdesk</i>	Rocha	After Commission meeting	Ongoing
Produce monthly <i>Coral Gables Now</i>	Rocha/B.P.	Monthly	On schedule
Produce monthly <i>On The Scene</i>	Rocha	Monthly	On schedule
Produce <i>What's Happening Coral Gables</i>	Rocha	Weekly	On schedule
Produce <i>Golden Gables</i>	Rocha	Monthly	On schedule
Produce <i>Powertalk</i>	M.R.	Quarterly	On schedule
Enter regional and national television awards	M.R.	Ongoing	On schedule

**Objective 2: Upgrade on-air technology and efficiencies**

Performance indicators	Assigned	Completion Date	Status
Upgrade equipment on production truck	Rocha	Fall	Funded
Upgrade Media Star Soloist	Rocha		Unfunded

**Objective 3: Enhance content, usability and functionality of www.coralgables.com**

<b>Performance indicators</b>	<b>Assigned</b>	<b>Completion Date</b>	<b>Status</b>
Review copy content of links and update information	M.R./B.P.	Ongoing	On schedule

**Objective 4: Offer radio broadcast information**

<b>Performance indicators</b>	<b>Assigned</b>	<b>Completion Date</b>	<b>Status</b>
Produce biweekly e-News for GABLES Radio and Message on Hold system	M.R.	Biweekly	On schedule
Broadcast promotional information on Coral Gables Radio	M.R.	Biweekly	On schedule

M.R.= Maria Rosa Higgins Fallon

B.P.= Belkys Perez

Rocha = Michael Rocha