



MEMORANDUM

AGENDA ITEM #III.L

DATE: JULY 11, 2011

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH CONTENT CREATORS, LLC
(SOUTHEAST FLORIDA REGIONAL PARTNERSHIP REGIONAL VISION AND
BLUEPRINT FOR ECONOMIC PROSPERITY)

Please find herewith a Professional Service Agreement with Content Creators, LLC. Content Creators, LLC is a member of the Southeast Florida Regional Partnership (Partnership) Consortium. Consortium Members, by virtue of their critical roles, responsibilities and commitments associated with the development and implementation of the Regional Vision and Blueprint for Regional Prosperity, are not subject to competitive bidding processes when performing paid work that furthers implementation of the Southeast Florida Regional Partnership's work program approved by the U.S. Department of Housing and Urban Development.

Council staff has identified an immediate and pressing need to develop and create a Partnership website and portal that will serve as a primary resource of data and information, and as a communication, information and public engagement tool for the Partnership and community at large as the Regional Vision and Blueprint for Economic Prosperity is developed. Additional services that are needed include, but are not limited to, a multi-media and technology based marketing and communication strategy that will engage and meaningfully involve diverse, regional stakeholders and residents in the development of the Regional Vision and Blueprint across the seven county region. A proposed scope of services can be found in "Exhibit A" of the Agreement.

We are fortunate that Content Creators is an active member of the Partnership and Consortium. Their unique skills in marketing elements of this initiative through the use of advanced technology and social networking will facilitate and enhance our communication to a broad range of Southeast Florida's residents. We believe that the approach that they have taken with other clients is aligned with our views of the steps we need to take to ensure that the Partnership members, regional stakeholders and residents of Southeast Florida are engaged, fully informed, and meaningfully involved in discussions about Southeast Florida's future and in the development of the Regional Vision and Blueprint for Economic Prosperity.

Founded by journalists from South Florida's leading newspapers, Content Creators is a full service communications agency that brings a unique perspective and understanding of creative content and compelling story telling to their work. Their services include, but are not limited to, professional writing and editing, photography and video documentary, the use of digital tools and communications to reach

remote audiences, event streaming, and the creation of interactive web and data portals. Included herewith is a company biography of Content Creators which includes information about their services and summary of experience of the Content Creators team. Letters of recommendation from the Community Foundation of Broward, the University of Miami's Miller School of Medicine, and the Bob Graham Center for Public Service at the University of Florida accompany this agenda item for the Board's review and consideration.

Recommendation

Staff requests that the Executive Director be authorized to enter into a Professional Service Agreement with Content Creators LLC.

AGREEMENT FOR PROFESSIONAL SERVICES

THIS IS AN AGREEMENT made and entered into this 11th day of July, 2011, by and between the SOUTH FLORIDA REGIONAL PLANNING COUNCIL, a body corporate and politic and an agency of the State of Florida, hereinafter referred to as "SFRPC" and Content Creators, LLC, a Florida Limited Liability Company, Tax ID# 61-1601922, hereinafter referred to as "CONSULTANT."

WITNESSETH:

WHEREAS, the SFRPC was created pursuant to Section 186.501, Florida Statutes (1982), as amended and known as the "Florida Regional Planning Council Act" (the "ACT"); and

WHEREAS, the SFRPC desires to engage professional services related to the implementation of the Sustainable Communities Regional Planning Grant work program that is being undertaken on behalf of the Southeast Florida Regional Partnership; and

WHEREAS, the CONSULTANT is a Consortium Member of the Southeast Florida Regional Partnership's Sustainable Communities Grant Consortium and has executed a Consortium Agreement documenting their commitments and in-kind contribution over the life of the Sustainable Communities Planning Grant executed by Cooperative Agreement on February 21, 2011 between the U.S. Department of the Housing and Urban Development and the SFRPC; and

WHEREAS, Consortium Members have committed to work with the Executive Committee established as the overall governing body for the Partnership to ensure full participation by Partnership and Consortium participants in developing and implementing the Regional Vision and Blueprint; involve additional committees, organizations, and groups as part of the community engagement work that is integral to this effort; and are committing leveraged resources in terms of staff, financial investment, or other resources in support of carrying out the work program to the best of their ability;

WHEREAS, Consortium Members, by virtue of their critical roles, responsibilities and commitments associated with the development and implementation of the Regional Vision and Blueprint for Regional Prosperity, are not required by U.S. Department of Housing and Urban Development (HUD) to undertake competitive bidding processes when performing paid work that furthers implementation of the Southeast Florida Regional Partnership's work program approved by HUD; and

WHEREAS, the CONSULTANT brings to the Partnership a unique array of skills including, but not limited to, professional journalistic expertise in writing, message development and placement, social media, story telling and content development, strategic communication, and website development; and

WHEREAS, the development of a dynamic and interactive website and portal is a critical and immediate need of the Southeast Florida Regional Partnership; and

WHEREAS, the parties hereto have agreed upon a Scope of Services for work to be performed hereunder by THE CONSULTANT and attached hereto and made a part hereof as Exhibit "A";

NOW THEREFORE, in consideration of the promises, the mutual covenants, conditions, provisions and undertakings herein contained, and for other good and valuable considerations, the parties do mutually covenant and agree with each other as follows:

ARTICLE I COMPENSATION

1.1 The SFRPC agrees to employ the CONSULTANT for the dates and times hereinafter referred to, consistent with the terms, conditions and provisions of the Agreement and other applicable, professional and ethical requirements imposed upon the CONSULTANT, existing Rules, or existing agreements as they may be amended from time to time.

1.2 The SFRPC agrees to pay and to compensate the CONSULTANT consistent with the terms, conditions and provisions set forth on Exhibit "B", attached hereto and made a specific part hereof. The CONSULTANT shall not be entitled to any other fees, reimbursements or compensation under this Agreement.

1.3 Both the SFRPC and the CONSULTANT agree that the CONSULTANT shall at all times act as an independent contractor in the performance of its duties under this Agreement, provided however, that the CONSULTANT shall represent the SFRPC and identify itself in the performance of its duties set forth on Exhibit "A". In no event, however, shall the CONSULTANT be considered an employee of the SFRPC. Accordingly, the CONSULTANT shall be responsible for the payment of all taxes arising out of its activities in accordance with this Agreement including, by way of illustration but not limitation, Federal income tax, Social Security tax, Unemployment Insurance taxes, and any other taxes or business license fees as may be lawfully required of a consultant performing such services.

ARTICLE II TERM AND CANCELLATION

2.1 This Agreement shall commence on the 11th day of July, 2011 and shall terminate on the 11th day of January, 2012. To the extent that the CONSULTANT has been directed by the SFRPC to perform services hereunder, prior to the execution hereof by the SFRPC, then, in that event, Exhibit "B" shall reflect such total compensation as may be earned and payable to the CONSULTANT in accordance with Exhibit "B".

2.2 It is anticipated that the CONSULTANT shall fulfill its obligations under this Agreement with concentrations of professional time, which may vary from day to day, or week to week.

2.3 Either party may cancel this Agreement with not less than fifteen (15) days notice to the other party in writing, by certified mail, personal delivery or facsimile transfer. In the event of cancellation by SFRPC, they shall still be responsible for payment for services rendered and reasonable costs incurred to date. In the event of a cancellation by the CONSULTANT, the amount owed by SFRPC shall be prorated to reflect the amount of services actually received.

ARTICLE III RECORD KEEPING, OWNERSHIP OF WORK, ACCESS TO WORK

3.1 Record Keeping. - The CONSULTANT agrees to retain all records relating to this Agreement during the term of this Agreement and for a period of 5 years following the conclusion of the Cooperative Agreement between the U.S. Department of Housing and Urban Development and SFRPC on February 21, 2014.

3.2 Ownership of Work. - All reports, studies, plans, deliverables, strategies, materials, discoveries, inventions, processes, designs, plans, trade secrets, data, information, documents and other work (collectively "Work"), whether of a technical nature or not, made, developed or obtained by the CONSULTANT pursuant to this Agreement or in connection with the provision of Services are and shall

remain at all times proprietary and the sole and exclusive property of the SFRPC. Copyrightable Work shall be deemed a "work made for hire" under the United States copyright laws. The CONSULTANT hereby grants, transfers, assigns, and conveys to the SFRPC and its successors and assigns, the entire right, title, and interest in the Work or any part thereof. At all times during and after the Term, the CONSULTANT shall assist the SFRPC in obtaining and maintaining, for the SFRPC's benefit, copyrights and other relevant protections in the Work and the CONSULTANT shall execute and cause its subcontractors to execute such further instruments as the SFRPC may reasonably require as evidence of ownership of such rights. Immediately upon termination of this Agreement for any reason, all Work, in whatever form, shall be turned over to the SFRPC. This provision shall survive the termination of this Agreement.

3.3 Access to Work. - The SFRPC shall at all times have access to review the ongoing Work of the CONSULTANT for purposes of inspecting the same and determining that the Services are being performed in accordance with the terms of this Agreement.

ARTICLE IV GENERAL PROVISIONS

4.1 It is understood and agreed that this document incorporates and includes all prior negotiations, correspondence, conversations, agreements or understandings applicable to the matters contained herein and that the parties agree that there are no commitments, agreements, or understandings concerning the subject matter of this Agreement that are not contained in this document. Accordingly, it is agreed that no deviation from the terms hereof shall be predicated upon any prior representations or agreements whether oral or written.

4.2 It is further agreed that no modification, amendment or alteration of the terms or conditions contained herein shall be effective unless contained in a written document executed with the same formality and with equal dignity herewith.

4.3 This document shall be executed in at least three (3) counterparts each of which shall be deemed to a duplicate original.

4.4 The Agreement is executed and is to be performed in the State of Florida, and shall be governed by and construed in accordance with the laws of the State of Florida.

4.5 In connection with any litigation arising out of this Agreement, including any administration, trial level, or appellate proceedings, the prevailing party shall be entitled to recover all costs incurred, including a reasonable attorney's fee and paralegal costs.

4.6 If any clause, section or other part or application of this Agreement shall be held by any Court of competent jurisdiction to be unconstitutional or invalid, such unconstitutional or invalid part or application shall be considered as eliminated and so not affecting the validity of the remaining portions or applications remaining in full force and effect.

4.7 The CONSULTANT agrees to follow all applicable state and federal laws and regulations, and indemnify, defend and hold harmless the SFRPC and the U.S. Department of Housing and Urban Development and the officers, employees, servants, and agents thereof from and against all demands, claims, losses, damages, penalties, costs, and expenses of any kind (including reasonable attorneys' fees and paralegal costs) arising out of or relating to (i) CONSULTANT's performance of the Services, (ii) any breach of this Agreement by the CONSULTANT, or (iii) any infringement or alleged infringement of any copyright, patent or any proprietary rights. The indemnity set forth above shall not apply to the extent that any such demands, claims, losses, damages, penalties, costs, and expenses that

are directly caused by the negligence, fraudulent conduct, or willful misconduct of the SFRPC or any breach of this Agreement by the SFRPC. The CONSULTANT also assumes all risks of loss, including but not limited to personal injury, bodily injury, wrongful death, and loss of or damage to property by whomsoever owned, arising out of or relating to any of the foregoing items. The provisions of this Section shall survive the termination of this Agreement.

4.8 If the CONSULTANT subcontracts any or all of the work required under this agreement, the CONSULTANT agrees to include in the subcontract that the subcontractor is bound by the terms and conditions of this contract with the SFRPC and Content Creators, LLC.

4.9 The CONSULTANT agrees to include in the subcontract that the subcontractor shall hold the SFRPC and the CONSULTANT and the U.S. Department of Housing and Urban Development harmless against all claims of whatever nature arising out of the subcontractor's performance of work under this agreement, to the extent allowed and required by law and a copy of the subcontract must be forwarded to the SFRPC within (30) days after execution.

IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement on the respective dates of each signature. The SOUTH FLORIDA REGIONAL PLANNING COUNCIL, through its Executive Director, is authorized to execute same by SFRPC action on the 11th day of July, 2011.

ATTEST

SOUTH FLORIDA REGIONAL PLANNING COUNCIL

B. JACK OSTERHOLT
EXECUTIVE DIRECTOR

Approved as to legal form:

BY: _____
SAMUEL S. GOREN, ESQ.
GENERAL COUNSEL TO SFRPC

CONTENT CREATORS, LLC

CALVIN T. COLLIE
FOUNDING PARTNER AND MANAGING MEMBER

EXHIBIT "A"

SCOPE OF SERVICES

Section 1. Scope of Services

CONTENT CREATORS, LLC shall provide the following services:

Website development and support, content development and maintenance, including:

- Live streaming and video recording of Southeast Florida Regional Partnership (Partnership) events as required;
- Interviews and articles as needed and agreed;
- Consulting services on digital / electronic communications;
- Social media; i.e. Facebook, Twitter, Blogs and Video Blogs;
- Photographic services as required;
- Cell phone application to connect Partnership information and surveys to personal cell phones;
- Technical support and assistance for Partnership events as requested and agreed;
- Consultation on Partnership initiatives; and
- Additional support of the Partnership's ongoing commitment to new media tools as agreed.
- In state and out-of-state travel as requested.

Deliverable items: Monthly reports on work completed and delivered to the SFRPC by the 15th day of each month.

First 60 Days - WEBSITE / PORTAL DESIGN AND IMPLEMENTATION (July and August, 2011)

Design and Planning Phase, including initial design and functionality with page launch to be scheduled as phases approved. Consultation on work plan and budget in relevant task areas.

Information Management and Partnership Communication Tools - develop tools to manage and organize Partnership information, email lists, notification preferences, and the collection and dissemination of information from and to Partnership members and other stakeholders.

Create public relations / communications plan including social media and traditional media outreach to inform stakeholders, and the development of Powerpoints, videos as needed.

Create and begin implementation of media communication and engagement strategy to provide information and engage the broad range of media partners throughout the seven county region in the work of the Partnership and development of the Regional Vision and Blueprint for Economic Prosperity.

Months 3 - 6 - WEBSITE / PORTAL LAUNCH AND MAINTENANCE (4 months)

Website / Portal Design Completion and Maintenance, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training for 6 months. Design and implementation to include linkage to partners and key stakeholders.

NOTE: Begin to include indicators on the website the first six months.

Design and develop secure online portal for partner reporting and engagement.

NOTE: Website fully implemented in six months.

Community Engagement including large scale community outreach, live and/or virtual convening events, hard copy collateral materials, preparation of op-eds and articles for local and national special interest publications and the addition of alternative outreach (i.e. phone and iPad apps, work with grassroots organizations to create computer access in schools, churches, libraries, etc.). Social and traditional media public relations on behalf of the Partnership. Stakeholder online surveys for subsequent evaluation.

Indicators and regional report card, including work with consortium partners on development and release of the regional report card, utilizing data, benchmarks, indicators and performance measures (design and implementation).

Provide support for grant renewal and/or leverage of funds, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

EXHIBIT "B"

METHOD OF COMPENSATION AND NOTICES

Section 1. Compensation and Payments Schedule.

This is not a fixed-price agreement. The total amount to be paid to CONTENT CREATORS, LLC shall not exceed \$33,000 per year. Payments will be made within thirty (30) days of presentation of an invoice, billing in equal installments, and satisfactory completion of the applicable phase of the Services. Additional expenses, including a portion of extraordinary travel expenses, may be reimbursed if pre-approved by the SFRPC Executive Director.

Section 2. Notices.

SFRPC:

Mr. B. Jack Osterholt
Executive Director
South Florida Regional Planning Council
3440 Hollywood Boulevard, Suite 140
Hollywood, Florida 33021
Tel: (954) 985-4416
Fax: (954) 985-4417

CONTENT CREATORS:

Calvin T. Collie
Founding Partner & Managing Member
Content Creators, LLC
22011 Martella Avenue
Boca Raton, Florida 33433
Tel: (305) 868-0177
Cell: (561) 715-2798

A Brief History

Content Creators is a company founded by journalists from South Florida's leading newspapers. Individually, we are writers, photographers and web designers with dozens of years experience covering poverty, education, criminal justice, immigration and other issues. Collectively we are a full service communications agency that loves to collaborate. Our clients find their vision in our work.

Our writers have won numerous state and national journalism awards for coverage ranging from criminal justice stories to overseas reporting. Tim Collie has lived and worked in Haiti and other Latin America countries. Our photographer and videographer, Andrew Innerarity, a native of Jamaica, grew up in Miami-Dade County, and has worked extensively in the Caribbean, Latin America and the Middle East. They have worked for Florida's major papers, including The Miami Herald, South Florida Sun-Sentinel, St. Petersburg Times and The Tampa Tribune. Our web designers, Antonio Torres and Corey Siegel, are South Florida natives and are well known in the Drupal designer community for their work on business and public policy websites.

Our endeavor was prompted by the demise of traditional media in South Florida. We asked a simple question: with severe cutbacks and layoffs at the major newspapers, who would cover the many nonprofits and other organizations that had been some of our most trusted sources? How would important issues like education, poverty, health and human services, the arts and environment and community and economic development get attention at a time when newspapers are shrinking but access to information exploding?

The answer: the sources of our stories would become the source of the storytelling. Our philosophy is that every organization's website should be their newspaper.

Mission Statement and Values

We speak the languages of South Florida. We understand its streets and communities. We have worked in Havana, Port-au-Prince, Managua and many of the other cities that have fostered Miami's best and brightest.

And we continue to chronicle their stories. We believe that design and implementation is only the first step in developing a website. Poorly constructed websites with sparse, outdated content plague a number of charitable organizations in South Florida. Our vision is to make these sites as unique, fresh and important as the missions they serve.

Services and Summary of Experience

We redesigned the website of the **Bob Graham Center for Public Service** at The University of Florida and now provide it with a regular diet of content. When former Senator Graham was named as co-chair on a presidential commission investigating the BP oil spill, we quickly created a special topic page and conducted interviews with environmentalists around the state. We also created a special video blog from a former Graham student who now works on the oil spill commission. We also designed a website devoted to single environmental issue,

the **Cross Florida Barge Canal**, developed around an award-winning history of the canal.

In Miami-Dade County we are working with **Children of Inmates**, writing stories for their website and building up their social media. For the **University Of Miami's Hussman Institute For Human Genomics**, we are currently designing a special website for their Genetics Awareness Project that will feature unique design elements and tri-lingual videos shot by the Content Creators' team. In Palm Beach County, we are developing a new website and original content for the **Guatemalan-Maya Center in Lake Worth**. That site will chronicle a unique population of Central American-born residents who speak more than a dozen different languages in a 10-mile radius. For **Women's Fund of Miami-Dade County**, we will be serving as communications consultants, working with them in all aspects of their online presence and external messaging. For **Concerned African Women** we are providing a secured online portal for us by their youth and parent outreach programs, as well as producing promotional videos and enhancing their website. For **The Community Foundation of Broward** we produce videos and are consulting on their annual report and other online projects.

THE CONTENT CREATORS TEAM



Content Creators Founder **Tim Collie** is a writer and editor who has been covering urban and foreign policy issues in the Sunshine State since the mid-1980s. He has written for The Detroit News, The Tampa Tribune, the South Florida Sun-Sentinel, Chicago Tribune, Newsday and Florida Health News, among other publications. He has worked extensively in South America, Europe, the Middle East and Asia. He is a former Freedom Forum Asian Studies Fellow, and most recently, the recipient of a Knight Digital Entrepreneur fellowship. He has won numerous state and national awards for his coverage of Latin America and the Caribbean, including an Overseas Press Club award in 2003 for a multi-media project on Haiti's environmental problems, "Haiti: The Eroding Nation."



Pulitzer Prize-winning photographer and video documentarian **Andrew Innerarity** has covered wars, political upheaval and natural disasters in more than a dozen countries in the Middle East, Latin America and Europe. A member of a team that won a Pulitzer for the Miami Herald, Innerarity's portfolio includes traditional photojournalism, video, portraiture and adventure travel assignments. His subjects range from opium farmers in Afghanistan's Oruzgan Province to U.S. presidential candidates and portraits of the U.S. Olympic hopefuls. His current professional emphasis is bringing his years of experience in photojournalism and stylized portraiture to digitized multimedia presentations mingling graphics, video and still imagery.



Managing Director **Jodie Knofsky** is a veteran non-profit administrator, with 15 years of experience in Miami-Dade County as an executive director, grant writer and administrator, fundraiser and service provider. She routinely reviews grants for local and state organizations including The

Children's Trust and the Florida Department of Education. She has a degree in Marketing from Michigan State University and worked for many years in marketing, public relations and communications both in Los Angeles and South Florida.



Corey Siegel is Content Creators lead designer, and at only 24 he has done more than most designers with significantly older careers. He has written for Smashing Magazine (most popular website for designers), partnered and opened his own design firm and has done projects for several very high end clients and record labels. He is considered a top level designer and specializes in the Drupal framework.



Antonio Torres has been programming since the age of 12 and many, many years later he is the co-owner of a successful endeavor specializing in delivering tailored websites built to scale. Antonio is very active in the open source community and is never short of ideas and vision.



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1401 E Broward Boulevard Suite 100 Fort Lauderdale, FL 33301
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Ms. Isabel Cosio Carballo
South Florida Regional Planning Council
3440 Hollywood Blvd.
Suite 140
Hollywood, FL 33021

June 28, 2011

Dear Ms. Cosio Carballo,

I am pleased to provide a letter of reference for Content Creators. During this past year we have had a number of occasions to work with this team and their professionalism, customer service, and exceptional communications products ensures we will continue to do so.

The Content Creators team worked with us on production of several videos for our annual For Good Awards event and delivered informative and emotive content of the highest quality, despite an extremely tight deadline. Our resources for the project were limited and the team delivered several videos on time and on budget.

The videos received a tremendous response from the more than 400 guests at the event and continue to be the centerpiece of a one million dollar grant program in Broward. Furthermore, these tools have an enduring life online and within presentations to community groups.

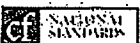
Their success ensured we have contracted them again for next year's event and are examining several opportunities to expand our relationship. We do so because we have learned that we can rely on this team to bring an outstanding work ethic to any project and that they will always go the extra mile to exceed client expectations. Their experience as journalists brings a unique perspective to their work and they are consistently available for the rapid turnaround of precise communications.

Content Creators has assembled a collection of some of the finest communications professionals I have had the pleasure of working with in my two decades of experience in the field in Australia, Europe, and the United States. This team understands the power that expertly crafted and targeted communications have to further an organization's mission, across all mediums.

It is a pleasure to deal with a team that so quickly takes on board your communication's goals and develops the tools necessary to achieve them. Content Creators support these tools with a rare integrity that demonstrates a profound understanding of the power of enduring relationships and client satisfaction. Please contact me if I can provide any further information.

Sincerely,
[Signature]

Thor Barraclough
Chief Communications Officer



An elite certification given to U.S. community foundations that are confirmed in compliance with National Standards which judge operational quality, donor service, transparency and accountability

May 20, 2011

Tim Collie
Content Creators
11211 17th Place
Coral Springs, FL 33071

Dear Tim,

When I thought about the prospect of redoing our Web site when I started in my position over a year ago, I felt overwhelmed. We had a ton of copy, little graphic elements, little design and little staff to do it.

Fortunately, it didn't take me long to realize that we would benefit from the help of Content Creators. Our six-month contract is nearly up and we are getting ready to launch the site, on time and on budget. I couldn't be more pleased.

This was not a simple project. Not only did you have to learn the technical language of genetics, but you were required to get to know every facet of our work -- from sequencing to modeling -- in order to provide guidance on the proper mapping and design for all our pages.


You came to each task with unbridled enthusiasm. I knew that I could rely on you to work independently and efficiently. You adapted quickly when there were changes to the game plan. This was especially important when dealing with the variety of different constituents here at the University.

I appreciate the effort you put into the copy-writing to ensure accuracy and, more importantly, to convey the message of the important work we do here at the John P. Hussman Institute for Human Genomics.

Simply put: you got us where we needed to go and we thank you for it.

I can recommend you, Tim, and Content Creators without reservation.

Sincerely,



Carrie Ann Perez, M.S.
Senior Manager, Research Support and Communications
John P. Hussman Institute for Human Genomics (BRB 324)
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College of Liberal Arts & Sciences
Bob Graham Center for Public Service

220 Pugh Hall
PO Box 112030
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352-846-1575
352-846-1576 Fax

October 12, 2010

To whom it may concern:

This is a letter of recommendation for Content Creators which over the past 12 months has built and designed the website for the Bob Graham Center for Public Service. More than designing a website, this small company has moved our organization from the 19th century to the 21st. One evaluator of our former website described it as a "comfortable and sleepy place for scholars;" an evaluator of our current site wrote that it is "one of the best all-round websites I have seen by any public organization." In a very real sense, the company has not only built and designed our website but it has integrated digital communication into our work.

Our website is a showcase for the services that Content Creators can provide, ranging from photography to taped intimate conversations and interviews to large public events (streamed and archived) to the digitalized versions of original research. We began with no Facebook presence; we now have more than 1000 friends. We had never used any digital tools to reach remote audiences (and in fact, no entity in this very large College of Liberal Arts and Sciences had either); we now routinely stream events and take questions at events from remote audiences via e-mail, twitter and Facebook. We have a former student blogging off the site and interns in Tallahassee conducting their own group conversation via Facebook.

We are ready for next steps. How do we position ourselves as both a reference site and a news site? We are a center committed to public policy for the common good; our visitors need to be informed about current issues and knowledgeable about comparative and/or historical efforts. We are committed to non-partisanship and civil debate. How can we use our site to broadcast these values? For these next steps, we believe that Content Creators will be an excellent partner. The Content Creators staff members bring us an extraordinary knowledge of current domestic and global issues as well as an educated understanding of critical issues in the world of ideas.

Finally, building a website is imprecise: it is always a process – and an ongoing process. Just when you don't want to think about your website one more minute, you must. It is a frustrating assignment and best done with intelligent and inquisitive partners. The motto of the Content Creators seems to be "whatever it takes." I know our small, un-geeky organization has pushed that motto to the limit.

One evaluator of our website recently advised: "whoever designed your website deserves a steak dinner." My advice to you is: if you can hire Content Creators, do it.

A handwritten signature in black ink, appearing to read 'Ann Henderson', written over a faint circular stamp or watermark.

Ann Henderson, Director
Bob Graham Center for Public Service
www.bobgrahamcenter@ufl.edu

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