

Video Produced In-House: Education/Training/Recruitment (2025-2026)

Category Description

(This category is exclusive to municipalities only.)

Submit a single video for an educational campaign, training exercise or local government recruitment opportunity produced entirely using department staff/resources.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

SUPPORTING DOCUMENTATION SUGGESTIONS: Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

Name of Individual Submitting Entry

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Entry Title

The Work that Moves Us

Social Media

<https://www.northportfl.gov/City-Government/City-Communications/Social-Media>

Video Link (YouTube or Vimeo)

https://youtu.be/BesWrwSNJ4U?si=NyFAk89_0mEFjHYx

Supporting Documentation

Supporting documentation for FMCA video.docx

What are the goals and objectives of the video (include target audience)?

Trust in government continues to decline, leading to decreased civic participation in North Port and waning support for city initiatives such as a series of voter referendums that failed in our most recent local election of November 2024. This video was designed to increase trust by creating a greater understanding of the services government provides and how they directly benefit the community.

It was part of a broader Florida City Week campaign sponsored by the Florida League of Cities. Our goal was to present our target audience - city residents - with a story that would be relevant to their lives and experiences. We aimed to reach approximately 10 percent of our population by using captivating visuals that had a different look and feel from traditional government-style PSAs and messaging. Beyond just reach and engagement, our purpose was to change attitudes and opinions about municipal government.

North Port has been consistently named one of the fastest-growing cities in the country, with a population of 96,500. It is believed that more than 30 percent of our residents moved to North Port within the past five

years. The median age is 48.8. Our demographics are predominantly white (around 72-82%), with significant Hispanic/Latino and Black/African American populations. In responses to recent City surveys, residents have indicated that are most likely to get news and information about the city via the city website, email newsletters or social media.

The intended audience for this video was North Port residents, particularly those who are newer to the city and may not have a high level of trust or understanding of local government. We targeted the more than 40,000 subscribers to City email newsletters and those active on social media, particularly Facebook, the dominant platform in our community.

Describe the supporting documentation submitted with this entry.

I've attached additional information regarding the planning process for the video.

What is new, innovative or creative about this video?

We are proud of the composition and storytelling in this video. We deliberately planned for a quiet, cinematic approach - something that doesn't feel like "government" - in order to better connect with our audience. The visuals tell the story of an average North Port resident going about her day, never noticing all the ways public servants are helping to keep her safe, provide for her basic needs and enhance her quality of life. The thoughtful voiceover is understated and poetic, allowing us to "show" rather than "tell" the audience our message. The dramatic visuals and deliberate pacing resonated with viewers. The video aligns perfectly with the objectives of Florida City Week and our goal to raise awareness of local government's impact on the lives of residents. Creating the video in-house was cost-effective and showcased not only the work done by city employees, but the creativity of our Multimedia Specialist and team.

Describe how the video was successful (include your evaluation process and metrics).

The video has more than 8,300 views (roughly 9 percent of our population) across platforms. It has a combined watch time of nearly 21 hours so far on Facebook and received more than 2 times the average distribution of a post on our page thanks to shares and engagement. The return on investment was high, as the video was created at zero cost (besides staff time).

The video created greater awareness of the role government plays in daily life. As one Facebook commenter wrote, "most people don't realize a City is at WORK 24/7/365 all they see is their own tiny world. They don't realize/care that there are people working even when they are sleeping to make sure water comes out the tap at 2am, that they can call 911 and Fire Rescue or PD arrives. They go to work > come home>> the trash cans empty."

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

The factors that set this entry apart is the creativity used to convey a common message. Many municipalities work to share the message of the City working 24/7/365 to protect people and improve infrastructure. Our team took a more conceptual route that put across the same message in a more subliminal way. We wanted the experience to be more like enjoying a short film than watching a City government video.

The team spent 8 hours filming and 8-10 hours editing.

The video was produced in-house by Communications staff using our own equipment and resources, with no additional budgetary cost.