



1. The Jacksonville Transportation Authority (JTA) celebrated diversity in 2017 with “Take a Selfie,” an innovative social media campaign that everyone could participate in. The **target audience** was customers, the community at-large, and internal and external stakeholders.
2. The **situation** that led to the creation of the campaign was the JTA’s desire to put a fresh focus on Black History Month that would appeal to, engage and educate a diverse audience. With today’s emphasis on social media, the “Take a Selfie” campaign was the perfect way to enhance social media engagement on JTA platforms that include Facebook, Twitter and the jtafla.com website. By encouraging the target audience to strike a pose and take a selfie with prominent African-Americans and other leaders from diverse backgrounds who contributed to our great nation, the campaign was one that everyone could embrace and appreciate.
3. The **strategy** was to create a social media campaign and weekly contest that would encourage ridership and increase the social media engagement of current and potential riders. The contest asked customers to find select stops featured for the week on social media, and take a selfie with the prominent figure featured in a poster. After posting their picture on #JTADiversity, they could come to JTA administrative offices to claim a prize pack.
4. The **results** were great. The campaign reached approximately 15,000 people with 120 customers posted selfies to #JTADiversity. The campaign and posters of prominent figures were so well-received by the community that the JTA had lots of calls from people requesting the posters.
5. The JTA “Take a Selfie” campaign should win an AdWheel Award because it took diversity, a subject matter that some people find difficult to fully appreciate, and made it something that helped the community move forward in a positive tone of togetherness. The willingness to want to learn about and show appreciation for prominent leaders from all cultural and ethnic backgrounds was a symbol of Jacksonville’s unity. The campaign also increased social media engagement and received lots of positive press.



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“Take a Selfie” Diversity Campaign

Educational Effort

Social Media

Category 2

TAKE A SELFIE WITH
RAY CHARLES

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Ray Charles who lost his sight as a child was a legendary musician, singer and composer who pioneered the genre of soul music during the 1950's.

TAKE A SELFIE WITH
ELIZABETH DOLE

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Elizabeth Dole was the first female to serve as the Secretary of Transportation under President Ronald Reagan.

TAKE A SELFIE WITH
MISTY COPELAND

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Misty Copeland was the first African American woman to be named a principal dancer in the 75-year history of American Ballet Theater.

TAKE A SELFIE WITH
ANNE FRANK

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Anne Frank was one of the most discussed Jewish victims of the Holocaust. She gained fame following the publication of her diary, The Diary of a Young Girl, which documented her life in hiding from 1942 to 1944.

TAKE A SELFIE WITH
JACKIE ROBINSON

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Jackie Robinson was the first African American to break the color barrier in Major League Baseball.

Posters



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TAKE A SELFIE WITH
ABRAHAM LINCOLN LEWIS

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Abraham Lincoln Lewis was one of six founders to organize one of the largest black-owned companies in the Southeast, which became by 1937 the state's only million dollar African American business.

TAKE A SELFIE WITH
WILLIAM T. COLEMAN JR.

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

William Coleman Jr. served as the first African American Secretary of Transportation under President Gerald Ford.

TAKE A SELFIE WITH
BESSIE COLEMAN

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Bessie Coleman was America's first female African American pilot, who tragically lost her life in Jacksonville while preparing for an air show.

TAKE A SELFIE WITH
BOB HAYES

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Jacksonville native, Robert Lee "Bullet Bob" Hayes was an Olympic sprinter turned American football wide receiver in the National Football League for the Dallas Cowboys.

TAKE A SELFIE WITH
GARRETT MORGAN

Strong. United. Diverse.

#JTADiversity | Tag us on | Random winners selected.

Garrett Morgan was an African American inventor and community leader. One of Morgan's notable inventions was the traffic signal light.

Posters



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TAKE A SELFIE WITH
WENDELL HOLMES

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Wendell Holmes was the first African American to be elected to a school board in Florida, and later served as Chair of the Duval County School Board.

TAKE A SELFIE WITH
SALLYE B. MATHIS

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Sallye B. Mathis one of the first African American women to be elected to the Jacksonville City Council.

TAKE A SELFIE WITH
JAMES WELDON JOHNSON

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

James Weldon Johnson was an American author, politician and activist, rights advocate. Johnson converted Duval from an elementary school, to a 12-year school for African Americans.

TAKE A SELFIE WITH
MARTHA E. BERNAL

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Martha E. Bernal was the first female Hispanic to receive a psychology PhD in the United States.

TAKE A SELFIE WITH
HARRIET TUBMAN

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Harriet Tubman was an American abolitionist, humanitarian, who rescued approximately seventy enslaved families, using the network known as the Underground Railroad.

TAKE A SELFIE WITH
LOU CASTRO

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Lou Castro was the first Latin American born player to play Major League Baseball in the United States.

MARCH
TAKE A SELFIE WITH
PHILIP RANDOLPH

Strong. United. Diverse.

#JTADiversity | Tag us on [Facebook](#) [Twitter](#) [Instagram](#) | Random winners selected.

Philip Randolph organized and led the Brotherhood of Sleeping Car Porters, the first predominantly African American labor union.

Posters



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Social Media

Category 2



TAKE A
SELFIE WITH

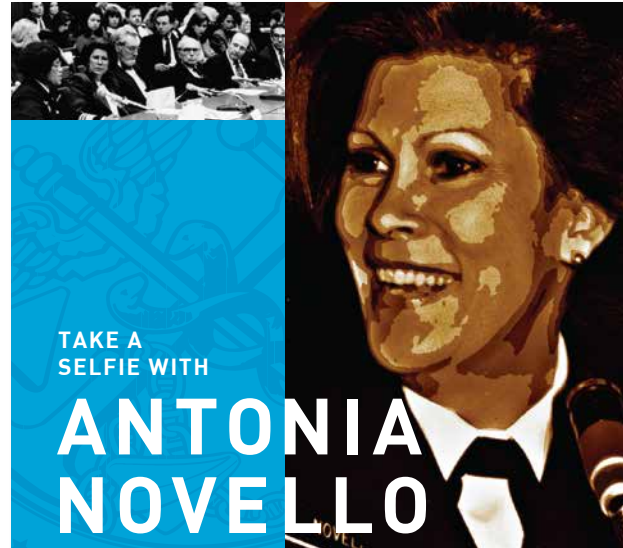
**MARTIN
LUTHER
KING JR.**

Strong. United. Diverse.



Martin Luther King Jr. was an American Baptist minister and activist who was a

#JTADiversity | Tag us on | Random winners selected.



TAKE A
SELFIE WITH

**ANTONIA
NOVELLO**

Strong. United. Diverse.



Antonia Novello was the first Hispanic woman to hold the position of Surgeon General of the United States.

random winners selected.



Posters



TAKE A
SELFIE WITH

**ROSA
PARKS**

Strong. United. Diverse.



Rosa Louise McCauley Parks was an American civil rights activist, whom the United States Congress called "the first lady of civil rights" and "the mother of the freedom movement".

#JTADiversity | Tag us on | Random winners selected.





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Bus Shelter Photos