

PUBLIC RELATIONS & MEDIA SERVICES

DESCRIPTION

The Public Relations & Media Services Department directs the County’s public communications efforts and increases awareness and understanding of Henrico County Government activities for the County’s residents, businesses, news media and others. Working with County agencies and officials, the Department creates and implements print, video and graphic communications targeted to a variety of audiences. Activities include news releases, media advisories, news conferences, photography, graphic design, Henrico County Television (HCTV), management of social media including the County’s official Twitter and Facebook accounts and YouTube channel, public awareness campaigns, print publications — such as the County’s annual report, the employee telephone directory, and departmental brochures — media relations, news tracking, agency consultation, website news maintenance, audiovisual presentation services, streaming Board of Supervisors meetings, and more. The Department also receives, distributes and responds to Virginia Freedom of Information Act requests through its service as the County’s FOIA officer.

The Department oversees operations of HCTV. Activities include production of feature-length programming and short-format video news releases to broadcast on HCTV and distribute through social media and the County website. The Department continues to offer residents timely information and quality programming through HCTV.

OBJECTIVES

- To tell the story of Henrico County through print and video productions.
- To provide County agencies with effective support and technical assistance in crisis consultation, media relations and promotion of their programs and services.
- To establish and maintain contacts with news media representatives to ensure accurate coverage of County activities.

FISCAL YEAR 2020 SUMMARY

Annual Fiscal Plan

| <u>Description</u> | <u>FY18 Actual</u> | <u>FY19 Original</u> | <u>FY20 Proposed</u> | <u>Change 19 to 20</u> |
|------------------------|------------------------|--------------------------|--------------------------|----------------------------|
| Personnel | \$ 1,607,036 | \$ 1,649,849 | \$ 1,691,874 | 2.5% |
| Operation | 161,370 | 229,451 | 229,451 | 0.0% |
| Capital | 14,820 | 0 | 0 | 0.0% |
| Total | <u>\$ 1,783,226</u> | <u>\$ 1,879,300</u> | <u>\$ 1,921,325</u> | <u>2.2%</u> |
| Personnel Complement * | 19 | 19 | 20 | 1 |

*Management Specialist I position transferred from the County Manager.

PERFORMANCE MEASURES

| Performance Measures | | | | |
|---------------------------------|-------------|-------------|-------------|----------------------------|
| | FY18 | FY19 | FY20 | Change 19 to 20 |
| Workload Measures | | | | |
| Facebook Posts | - | 431 | 600 | 169 |
| Twitter Posts | - | 643 | 750 | 107 |
| Videos Produced | 52 | 96 | 100 | 4 |
| Publications Distributed | 263,900 | 250,500 | 100,000 | (150,500) |
| Information Packets Distributed | 14,586 | 5,658 | 10,000 | 4,342 |
| Media Contacts Made | 8,140 | 10,072 | 10,000 | (72) |
| News Releases | 155 | 258 | 250 | (8) |
| Photos Taken/Distributed | 1,385 | 2,356 | 2,500 | 144 |

OBJECTIVES (CONTINUED)

- To create crisis and emergency communication plans.
- To enhance the visibility of Henrico County as a desirable place to live, work, and enjoy leisure hours.
- To disseminate information to County residents through print publications, feature video productions, HCTV message boards, social media, the news media, the County website, and other available platforms.

BUDGET HIGHLIGHTS

The Public Relations & Media Services Department’s approved budget for FY2019-20 is \$1,926,937. This a \$47,637 or a 2.5 percent increase from the FY2018-19 approved budget. This increase was driven solely by the personnel component, which includes salary increases and associated fringe benefits such as VRS rates and health care costs.

The Department is separated into two divisions: Public Relations and Media Services.

PUBLIC RELATIONS

The Public Relations component of the budget for FY2019-20 is \$892,704. Compared to the approved FY2018-19 budget, this is an increase of \$103,033 or 13.0 percent. This increase is due to the movement of one position previously in the Media Services division to the Public Relations division and the transfer of a position from the County Manager. Additionally, a Diversity Outreach position is being added to enhance Public Relations efforts in the County. Increases to salary and benefits are also included.

The employees in the Public Relations office focus on media relations and public awareness of County policies, programs and services via coverage in print and broadcast news media, and through various publications such as news releases, departmental brochures and other print materials. Public Relations is also responsible for social media, including the County’s official Twitter and Facebook accounts, photography, graphic design, and HCTV message board bulletins, among other services. The division also serves as the County’s FOIA officer.

MEDIA SERVICES

The Media Services component of the budget for FY2019-20 is \$1,034,233, which is a decrease of \$55,396 or 5.1 percent from FY2018-19. The decrease is attributed to the previously mentioned transfer of one position from Media Services, as well as salary increases and increases in fringe benefits.

The employees in the Media Services office serve as a video production and media support staff, telling the story of Henrico County through feature and documentary programming and video news releases. Media Services offers other County agencies assistance with promotion of their programs and services through video productions. The office maintains and develops content for the Henrico County Government channel at YouTube.com, provides streaming video coverage of Board of Supervisors meetings and is also responsible for producing programs and operating HCTV.

For FY2019-20, Public Relations and Media Services will continue providing the same quality and level of service. The department will continue to assist agencies with media and public information needs, will be available to disseminate information during crisis situations, will write and produce various publications, will live-stream regular Board of Supervisors meetings, will assist with special projects, and will produce new, original programming for HCTV and the Henrico County Government YouTube channel.