

COUNTY MANAGER

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 corporate and private residents, employees, students, civic organizations, the media and other jurisdictions throughout the Commonwealth and the nation. The Department creates and implements communications and public awareness campaigns targeted to a variety of audiences. Activities include news releases, media advisories, news conferences, photography, Henrico County Television (HCTV), public service announcements, a speakers' bureau, print publications, including the County's annual report, audio publications, media relations, news tracking, agency consultation, web site news maintenance, special events planning, streaming Board of Supervisors meetings and more.

The Department oversees operations of HCTV. Along with producing full-length, feature programming to broadcast on HCTV, the Department assists internal clients with audio-visual presentation services. The Department of Public Relations & Media Services continues to offer residents timely information and quality programming through HCTV.

Objectives

- To provide County agencies with effective support and technical assistance in crisis consultation, media relations and planning of special events.
- To establish and maintain contacts with media representatives to ensure accurate coverage of County activities.
- 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 television programs, HCTV message boards, the media, the web site, and other available avenues.

Budget Highlights

The Public Relations & Media Services department’s approved budget for FY2017-18 is \$1,831,135, which

Annual Fiscal Plan

Description	FY16 Actual	FY17 Original	FY18 Approved	Change 17 to 18
Personnel	\$ 1,538,834	\$ 1,532,519	\$ 1,601,684	4.5%
Operation	166,787	229,451	229,451	0.0%
Capital	8,954	0	0	0.0%
Total	\$ 1,714,575	\$ 1,761,970	\$ 1,831,135	3.9%

Personnel Complement	19	19	19	0
----------------------	----	----	----	---

Public Relations & Media Services (cont'd)

	Performance Measures			Change
	FY16	FY17	FY18	17 to 18
Workload Measures				
Video Shoots	694	500	500	0
Publications Distributed	263,900	606,523	300,000	(306,523)
Cable TV Messages	1,435	1,500	1,600	100
Information Packets Distributed	6,114	6,500	6,500	0
Media Contacts Made	6,700	7,000	7,000	0
DVD Duplication	1,344	1,300	1,300	0
Photos Taken/Distributed	1,354	1,600	1,600	0

is a \$69,165 or a 3.9 percent increase from the FY2016-17 approved budget. This increase was driven solely by the personnel component and reflects revised salary estimates, which includes a 2.5 percent salary increase as well as rising health care costs.

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

Public Relations

The Public Relations component of the approved budget for FY2017-18 is \$843,056. Compared to the approved FY2016-17 budget, this is an increase of \$24,418 or 3.0 percent. This increase is due entirely to personnel costs related to the 2.5 percent salary increase.

The employees in the Public Relations office focus on media relations and public awareness of County policies and activities via coverage in print, broadcast media, and publications. Public Relations is also responsible for tours, the speakers' bureau, and other bulletins that include tips on special events planning and promotion, working with the media, writing news releases and public service announcements, and listing other in-house services.

Media Services

The Media Services component of the approved budget for FY2017-18 is \$988,079, which is an increase of \$44,747 or 4.7 percent from FY2016-17. The increase is attributed entirely to personnel costs related to the 2.5 percent salary increase. The employees in the Media Services office serve as a media support staff, offering other County agencies assistance with audio-visual production and presentation. The office provides streaming video coverage of Board of Supervisors meetings and is also responsible for producing programs and operating HCTV.

For FY2017-18, 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 quarterly and annual publications, will live stream every board meeting, will assist with special projects and event planning, and will produce approximately 30 new, original programs for HCTV.