

# PUBLIC RELATIONS

## DESCRIPTION

The Public Relations 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, Facebook and Instagram 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, event planning and community-engagement efforts. 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 2021 SUMMARY

### Annual Fiscal Plan

Description	FY19 Actual	FY20 Original	FY21 Approved	Change 20 to 21
Personnel	\$ 1,612,656	\$ 1,762,730	\$ 1,711,390	(2.9%)
Operation	229,404	229,451	192,477	(16.1%)
Capital	888	0	0	0.0%
<b>Total</b>	<b>\$ 1,842,948</b>	<b>\$ 1,992,181</b>	<b>\$ 1,903,867</b>	<b>(4.4%)</b>
Personnel Complement *	20	21	20 *	-1

\*One position reallocated to IT from Public Relations in FY2019-20.

## PERFORMANCE MEASURES

	<u>FY19</u>	<u>FY20</u>	<u>FY21</u>	<u>Change 20 to 21</u>
<b>Workload Measures</b>				
Social Media Posts	1,784	3,864	4,000	136
Social Media Followers	22,673	32,747	40,000	7,253
Media Contacts Made	8,008	7,588	8,000	412
Annual Reports Distributed	48,400	82,400	82,400	0
Videos Produced	96	82	90	8
Photos Taken/Processed	2,251	2,366	2,400	34
FOIA Requests	351	406	450	44

## 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 Department's budget for FY2020-21 is \$1,976,760. This is a \$88,314 or a 4.4 percent decrease from the FY2019-20 approved budget. The personnel component totals \$1,711,390, which reflects a \$51,340 or 2.9 percent decrease compared to last fiscal year. This net decrease is due to the movement of a Media Specialist position to the Department of Information Technology during FY2019-20. This decrease is partially offset by increases in benefit costs. The combined operating and capital components total \$192,477, which is a \$36,974 or 16.1% decrease. The reductions are a part of necessary cost savings efforts across the county in response to the projected effects of Covid-19 on potential revenues. These operating cuts were made across multiple line items in accordance with spending patterns from previous years and will not cause any reduction in service levels by the department.

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

### PUBLIC RELATIONS

The Public Relations component of the budget for FY2020-21 is \$958,263 and reflects an increase of \$315 compared to FY2019-20. The increase is entirely attributed to the increase in healthcare and benefit costs.

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, Facebook and Instagram accounts, photography, graphic design, and

### *Public Relations*

HCTV message board bulletins, event planning and community engagement. The division also serves as the County's FOIA officer.

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### MEDIA SERVICES

The Media Services component of the budget for FY2020-21 is \$945,604, reflects a decrease of \$88,629 or 8.6 percent from FY2019-20. As noted, the decrease is within the personnel component and is attributed to one position moving from Media Services to Department of Information Technology.

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 on YouTube.com, provides streaming video coverage of Board of Supervisors meetings, provides live streaming coverage of press conferences and other select county events, and is also responsible for producing programs and operating HCTV.

For FY2020-21, Public Relations Department 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 every Board of Supervisors meeting, will assist with special projects, and will produce new, original programming for HCTV and the Henrico County Government YouTube channel.