

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, HCTV-Henrico County Television, 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 and more.

The Department oversees operations of Henrico County Television HCTV. Along with producing full-length, feature programming to broadcast on HCTV, the Department assists internal clients with video production and 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 FY2009-10 totals \$2,060,435, a 4.2 percent decrease from the FY2008-09 approved

Annual Fiscal Plan

<u>Description</u>	<u>FY08 Actual</u>	<u>FY09 Original</u>	<u>FY10 Approved</u>	<u>Change 09 to 10</u>
Personnel	\$ 1,362,367	\$ 1,535,566	\$ 1,564,012	1.9%
Operation	414,834	545,641	496,423	(9.0%)
Capital	28,516	70,660	0	(100.0%)
Total	\$ 1,805,717	\$ 2,151,867	\$ 2,060,435	(4.2%)
 Personnel Complement	 20	 21	 21	 0

Public Relations & Media Services (cont'd)

Performance Measures				
	FY08	FY09	FY10	Change 09 to 10
Workload Measures				
Video Shoots	569	725	700	(25)
Publications Distributed	679,749	700,000	500,000	(200,000)
Cable TV Messages	1,538	1,650	1,700	50
Information Packets Distributed	17,772	14,000	14,000	0
Media Contacts Made	8,821	9,750	9,000	(750)
DVD/VHS Duplication	2,700	5,500	3,000	(2,500)
Print Articles Generated	352	400	425	25
Photos Taken/Distributed	1,458	1,400	1,500	100

budget. This amount includes funding for operating costs and numerous programs sponsored by the department. Personnel costs increased by 1.9 percent due to higher benefit costs and full-year costing of a Board Room Producer position that was added to the department's complement during FY2008-09.

Operating costs for FY2009-10 total \$496,423, a decrease of 9.0 percent from the FY2008-09 approved budget. This decrease is primarily attributable to lowering of costs for Technology Replacement and Advertising.

Public Relations

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. The office handles media contacts for County agencies on public awareness campaigns, crises, and other media-related issues. 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.

The budget for the Public Relations office is \$866,361, a decline of 1.1 percent from the FY2008-09 approved budget. The decrease stems from reductions in printing and binding, advertising, and the elimination of one-time capital funding for purchase of a state-of-the-art camera needed to service the department's wide range of photographic assignments.

It should be noted the Board of Supervisors' Newsletter continues to be funded within the Public Relations & Media Services budget at an annual cost of \$64,750.

Media Services

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 is also responsible for producing programs and operating HCTV.

The budget for the Media Services division totals \$1,194,074 in FY2009-10, a decline of 6.4 percent from the FY2008-09 approved budget. The decrease is due to a reduction in Technology Replacement and one-time capital funding for three high-definition television cameras for HCTV.