

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 2023 SUMMARY

Annual Fiscal Plan

Description	FY21	FY22	FY23	Change
	Actual	Original	Approved	22 to 23
Personnel	\$ 1,788,917	\$ 1,828,426	\$ 1,958,740	7.1%
Operation	326,057	225,477	315,477	39.9%
Capital	700	0	0	0.0%
Total	<u>\$ 2,115,674</u>	<u>\$ 2,053,903</u>	<u>\$ 2,274,217</u>	<u>10.7%</u>
Personnel Complement	20	20	20	0

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PERFORMANCE MEASURES

	<u>FY21</u>	<u>FY22</u>	<u>FY23</u>	<u>Change 22 to 23</u>
Workload Measures				
Facebook Posts	943	878	1,000	122
Twitter Posts	1,093	1,081	1,000	(81)
Videos Produced	96	226	100	(126)
Publications Distributed	82,900	72,250	70,000	(2,250)
Information Packets Distributed	1,855	708	500	(208)
Media Contacts Made	9,093	7,242	10,000	2,758
News Releases	-	104	100	(4)
Photos Taken/Distributed	2,153	3,459	3,500	41
All Social Media Followers	30,997	36,531	40,000	3,469
FOIA Requests	380	338	350	12

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 FY23 is \$2,274,217. This is a \$220,314 or 10.7% increase from the FY22 approved budget. The personnel component totals \$1,958,740, which reflects a \$130,314 or 7.1% increase driven by salary and benefit adjustments. The operating budget totals \$315,477, an increase of \$90,000 or 39.9%. This increase is due to a heightened digital advertising effort.

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

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The Public Relations component of the budget for FY23 is \$1,220,004 and reflects an increase of \$161,117 or 15.2% compared to FY22. The increase is attributed to salary and benefit adjustments totaling \$71,117 as well as the increase of \$90,000 in operating funding to assist in the digital advertising transition effort.

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

Public Relations

MEDIA SERVICES

The Media Services component of the budget for FY23 is \$1,054,213, reflecting an increase of \$59,197 or 5.9% from FY22. The increase is within the personnel component and is attributed to salary and benefit adjustments.

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 FY23, the 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.