

## Public Information Office

### DESCRIPTION

The Public Information Officer (PIO) is responsible for providing accurate and timely information on County services, programs and issues to the public. A primary means of conveying this information is through “The Hanover Review”, a quarterly newsletter which is developed by the PIO, printed commercially and mailed to every address in the County. The Public Information Officer also writes and distributes press releases to media contacts (and to employees when appropriate) and provides the Hanover County

web page with weekly “News Flash” updates and other information. The PIO takes photographs, helps develop public presentations and generally provides the County Administrator and other County Departments with information and other assistance as needed. A project for FY08 will be to work with public safety departments to develop a low-power AM radio function which will provide emergency information to citizens, using a grant received from the Department of Homeland Security.

### BUDGET SUMMARY

	<b>FY06 Actual</b>	<b>FY07 Budget</b>	<b>FY08 Budget</b>	<b>FY07 to FY08</b>	<b>FY09 Plan</b>
Expenditures					
Personnel	\$ 54,062	\$ 67,276	\$ 76,768	14.1%	\$ 79,601
Operating	52,715	52,077	55,346	6.3%	67,006
Capital	-	-	-	0.0%	-
Total Expenditures	<u>\$ 106,778</u>	<u>\$ 119,353</u>	<u>\$ 132,114</u>	<u>10.7%</u>	<u>\$ 146,607</u>
Revenues					
General Fund Revenue	\$ 106,778	\$ 119,353	\$ 132,114	10.7%	\$ 146,607
Total Revenue	<u>\$ 106,778</u>	<u>\$ 119,353</u>	<u>\$ 132,114</u>	<u>10.7%</u>	<u>\$ 146,607</u>
Full-time Positions	1	1	1	0.0%	1
Full-time Equivalents	1.0	1.0	1.0	0.0%	1.0

### BUDGET HIGHLIGHTS

The County’s one public information officer (PIO) provides a quarterly newsletter, WEB updates and highlights, press releases, cable TV contact and support to the many areas in which the County’s departments need to communicate with the public. Increases in the

FY08 Budget primarily reflect postage and printing increases associated with the quarterly newsletter and a re-classification to 40 hours. The FY09 Plan includes funds for professional graphic design and printing services.

### GOALS AND OBJECTIVES

- Publish “The Hanover Review” four times annually;
- Develop 3 “News Flashes” weekly on the County's website ([www.co.hanover.va.us](http://www.co.hanover.va.us));
- Provide other informational content and photos to the County's website;

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- Prepare or assist in the preparation of press releases for County departments;
- Develop fact sheets for use by the County Administration and other departments;
- Gather information and provide other assistance to the County Administration; and
- Serve as customer service and County liaison for cable TV issues.

### **SERVICE LEVELS**

	FY06 <u>Actual</u>	FY07 <u>Budget</u>	FY07 <u>Forecast</u>	FY08 <u>Budget</u>
Per capita cost of operating department	\$1.09	\$1.20	\$1.20	\$1.31
Number of “News Flashes” on County’s website	210	210	220	230
Number of press releases	75	75	90	100
Issues of “The Hanover Review”	4	4	4	4