

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 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. With grant from the Department of Homeland Security, the PIO in conjunction with public safety departments developed a low-power AM radio function, providing emergency information to citizens.

BUDGET SUMMARY

	FY07 Actual	FY08 Budget	FY09 Budget	FY08 to FY09	FY10 Plan
Expenditures					
Personnel	\$ 67,350	\$ 76,768	\$ 79,760	3.9%	\$ 83,041
Operating	58,130	55,346	68,357	23.5%	70,408
Total Expenditures	\$ 125,480	\$ 132,114	\$ 148,117	12.1%	\$ 153,449
Revenues					
General Fund Revenue	\$ 125,480	\$ 132,114	\$ 148,117	12.1%	\$ 153,449
Total Revenue	\$ 125,480	\$ 132,114	\$ 148,117	12.1%	\$ 153,449
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. The increase in operating is due to \$10,000 for graphic design and printing services and non-cyclical computer replacement in FY09.

Public Information Office

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);
- Provide other informational content and photos to the County’s website;
- 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

	FY07	FY08	FY08	FY09
	<u>Actual</u>	<u>Budget</u>	<u>Forecast</u>	<u>Budget</u>
Per capita cost of operating department	\$1.27	\$1.31	\$1.31	\$1.45
Number of “News Flashes” on County’s website	200	230	230	240
Number of press releases	95	100	100	105
Issues of “The Hanover Review”	4	4	4	4