



STRATEGIC INITIATIVES: COMMUNITY & MEDIA RELATIONS

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

Mission Statement

To proactively facilitate the accurate, effective, timely, and consistent flow of public information to internal and external parties of interest, provide community outreach, and serve as the County's liaison with its media partners.

Strategic Initiatives/Support Highlights

Governance

- Held the first Virtual Town Hall meeting. Residents submitted their questions during, or in advance of, the meeting via the County's website.
- Promoted the services and accessibility of Leon County government through the County's website, social media tools, mobile applications, news releases, public notices, legal advertisements, the monthly County Link in the Tallahassee Democrat, and meeting broadcasts on Comcast Channel 16.
- Continued public education and community outreach for the newly launched Citizen Engagement Series and the Leon County Sales Tax Committee.
- Assisted in the creation of identity development and marketing of Operation Thank You, a community-wide, downtown block party in honor of the post-9/11 service of our military and veterans. Helped build the County's event microsite promoting the "30 Days of Thank You's" campaign, encouraging citizens to express their gratitude for the service of our hometown heroes.

Contact Us

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www.leoncountyfl.gov/cmr

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

EDUCATION, INFORMATION & COMMUNITY OUTREACH

- Community and Media Relations (CMR) continued to play a critical role in the County's efforts to continuously enhance the community's ability to access Leon County government, and to promote transparency and accountability.
 - » Helped to promote the launch of the County's new Mobile App which took Citizens Connect mobile. Citizens Connect is a central feature of the County's website, which allows visitors to access online services, report or track a problem, make an inquiry, or talk to a live person.
 - » Collaborated on the development and successful execution of the marketing campaign for the newly launched Citizen Engagement Series, which fosters an informed and actively-engaged citizenry.
 - » Continued to work with County staff, including the County Attorney's Office, to accurately respond to public records requests in a timely manner.
 - » Issued approximately 250 news advisories, releases, and notices detailing County activities.
- » Facilitated approximately 55 press conferences, community meetings, and events.
- » Actively worked with media partners, including print, television, radio, and online, to provide accurate and timely information.
- » In partnership with Leon County MIS, CMR facilitated the television and online broadcast of County Commission meetings, workshops and special meetings, and assisted the public's utilization of the tools in the Board's Chambers to make their presentations.
- Continued to strive to keep the community informed. CMR delivered more than 100,000 bulletins via the County's digital media subscription service, GovDelivery, which provides resident subscribers with free, up-to-the-minute news at their fingertips.
- With the goal of disseminating timely information, CMR continued to maintain informational updates for the County's award-winning Emergency Information Portal (EIP) website, in partnership with other County offices, including Leon County Emergency Management. EIP updates include emergency alerts, health warnings, road closures, sandbag locations, cold night and emergency evacuation shelter locations and status, evacuation routes and other important information. Visit www.leoncountyfl.gov/EIP to access the Leon County Emergency Information Portal.



Did You Know

Commission meetings, live or previously recorded, can be viewed at www.LeonCountyFL.gov or Comcast Channel 16 (Tuesdays).

Agendas and minutes can also be accessed on the County's website.