



Public Information Office

PUBLIC INFORMATION OFFICE ACCOMPLISHMENTS

• Received two national awards for the 2008 Annual Report and for a collaborative effort with the City for the “Fruit of the Loop” public outreach campaign, which won the Silver Circle and Savvy Award, respectively. Efforts included passing out fruit to motorists, mailers to residents and a grand opening celebration at the roundabout where two roads now connect – a transportation solution that enhances traffic safety and helps reduce congestion.



• Earned an Image Award for best Public Relations Program in Public Service and an Award of Distinction for Printed Tools in the Specialty Item category for the “Fruit of the Loop” project, as well as the Grand All Image Award (top prize), in a regional communications competition in conjunction with the City.

• The Public Information Office also won a separate Award of Distinction in the Printed Tools of Public Relations for its 2008 Annual Report, which was redesigned with easy-to-find facts about the County’s service offerings, along with a cover featuring imagery representative of its diverse and natural beauty.

• Awarded First Place Prize and plaque for Best Government Agency Float, in collaboration with Facilities Management, at the City of Tallahassee’s 2008 Nighttime Holiday Parade.

• Coordinated more than 50 press conferences, meetings and community events and distributed more than 180 news releases and advisories to promote County programs and services.

• Partnered with several agencies to host the local portion of a national conversation on Climate Action by holding an Open House at Solid Waste for employees and members of the media.

• Highlighted the County’s leadership in green initiatives and environmental responsibility by co-hosting the first “Solid Waste Spectacular,” which drew hundreds of residents to the facility to learn about the County’s Solid Waste operations, as well as its recycling and sustainable practices.

• Re-launched County’s Booked for Lunch program in collaboration with the Library System, and collaboratively hosted Leon County’s first regional participation in The Big Read, the nation’s largest book club event.

• Increased awareness of the beginning of hurricane season by participating in a Red Cross-sponsored news conference and distributing thousands of Hurricane Survival Guides with the support of Emergency Management and surrounding counties.

• Collaborated with Management Information Systems (MIS) and Emergency Management and other agencies to create an emergency information portal for residents to stay informed of road closures, sandbag locations, shelter locations and their status, evacuation routes and important health information.

• Launched a new media subscription service, GovDelivery, with MIS so that residents can receive up-to-the-minute news at their fingertips on anything from road closures to countywide events. More importantly, when a storm hits and power is out, flooding and hazardous weather warnings can be sent to a mobile device.

• Facilitated the grand opening of the Apalachee Regional Park Trail, in collaboration with Parks & Recreation, and launched the ARPT website for local and visiting athletes to learn about the trail, its history, unique features and upcoming events.

• Designed and produced the Tallahassee Capital Region Economic Stimulus Package proposal along with 20+ area organizations and agencies to request federal stimulus dollars.

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The Public Information Office is responsible for public information and education, communications strategy, message development, media and public relations, and the marketing of County programs and services.

The Public Information Office aims to develop and maintain a continuous positive image of Leon County government by fostering proactive and responsive communication with its employees and the community.



Did You Know

Commission meetings, live or previously recorded, can be viewed online at www.LeonCountyFL.gov or on Comcast - Channel 16. Agendas, minutes, volunteer opportunities and job openings can also be accessed on the County’s website or by calling 606-5300.

