



# STRATEGIC INITIATIVES: COMMUNITY & MEDIA RELATIONS

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

## 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

- Designed and coordinated placement of Leon County's website address on County-owned vehicles.
- Expanded opportunities for increased media and citizen outreach via social media, and through additional distribution partners.
- Developed the website [www.LeonPhotos.org](http://www.LeonPhotos.org) to easily and efficiently provide public access to high-resolution photos from County events.
- Improving equipment infrastructure to enable continued and expanded coverage of Board meetings and County events, for broadcast on Comcast Channel 16 and through the County's website, to keep citizens better informed and to enhance transparency and public access.

## Contact Us

(850) 606-5300  
[www.LeonCountyFL.gov/CMR](http://www.LeonCountyFL.gov/CMR)

## 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.
  - » Collaborated on the development and successful execution of the marketing campaign for the recently 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 200 news advisories, releases, and notices detailing County activities.
  - » Facilitated approximately 25 press conferences, community meetings, and events.
  - » Actively worked with media partners, including print, television, radio and online platforms to provide accurate and timely information.
  - » In partnership with Leon County MIS, CMR facilitated the televised and online broadcast of County Commission meetings and workshops, and assisted the public's utilization of the tools in the Commission Chambers to make their presentations.
- Helped promote the 2013 Annual Neighborhood Awards Reception, hosted by the Council of Neighborhood Associations (CONA), Leon County and the City of Tallahassee. The awards recognized neighborhood and neighbors of the year through seven respective categories.
- Continued to strive to keep the community and Leon County employees 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.
  - » CMR prepared and distributed printed and digital materials on the behalf of the County and County offices.
- 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](http://www.leoncountyfl.gov/EIP) to access the Leon County Emergency Information Portal.
- Developed and mailed informational materials to more than 30,000 residents to provide the community with information regarding fee and service changes under consideration for 2014, and organized three community meetings to gain public input. More than 200 citizens attended the meetings.

### Demonstrating Highest Standards of Public Service

Received the **2013 Savvy Award** (Citizen Participation) for the **Citizen Engagement Series**; also received Award of Excellence for **Live Well Leon** logo and **Well-Being** campaign.

