

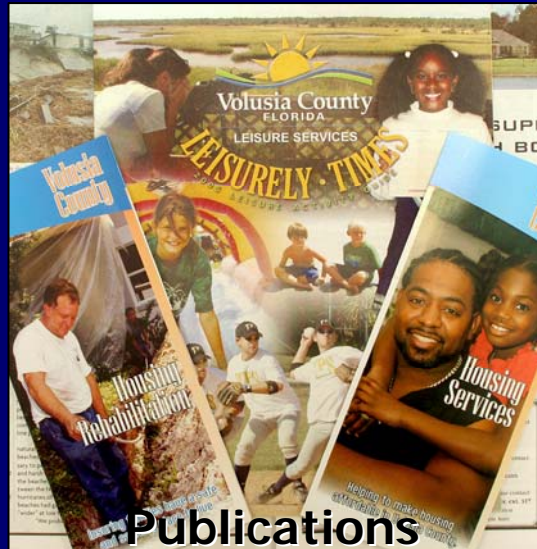
Citizen Information



Special Events



Internet



Publications



Broadcast



Marketing



Media Relations

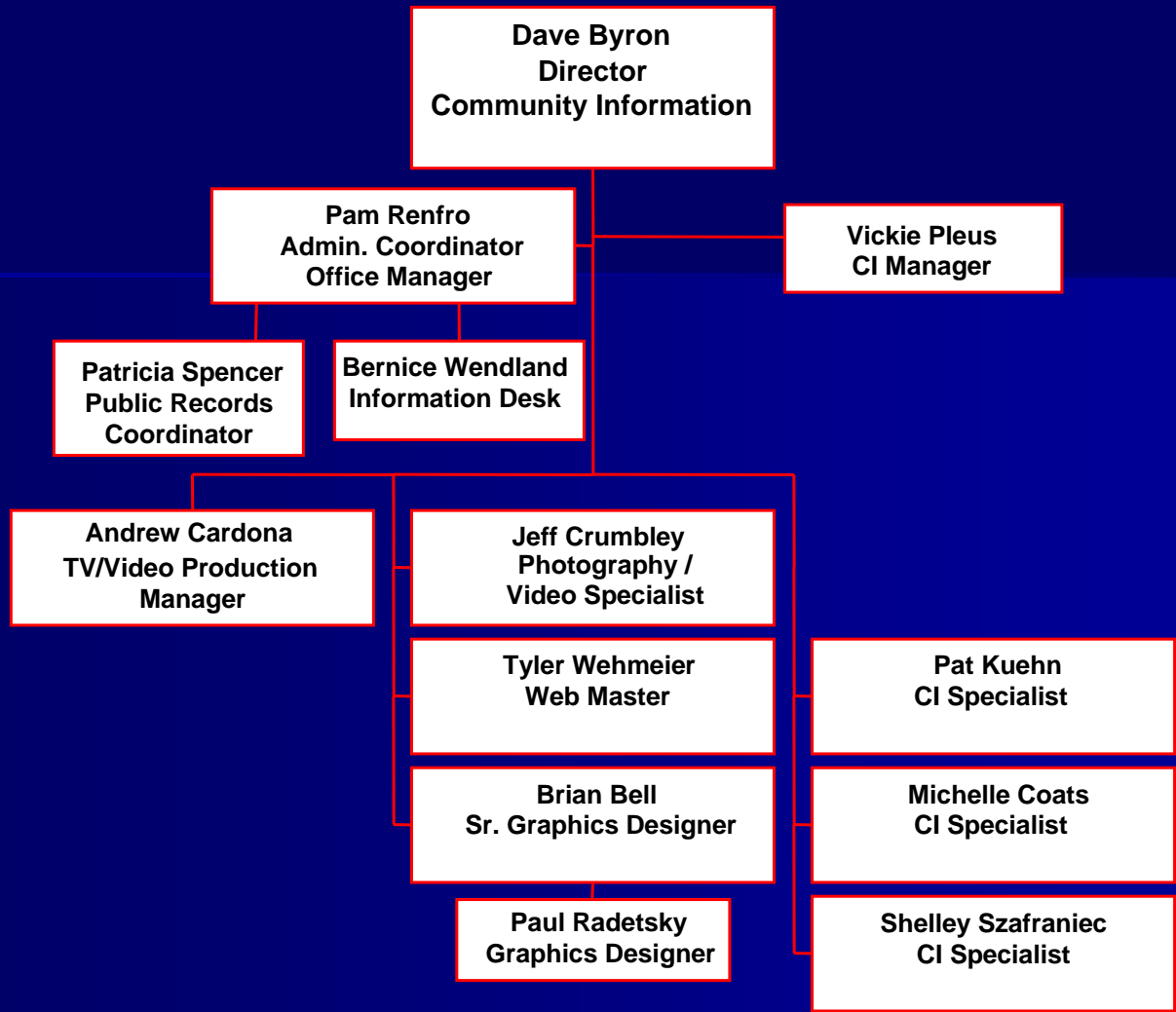
County of Volusia Community Information

Today's presentation

- **Community Information**
 - Program areas
- **Goals**
- **New issues/communications**
- **Questions/answers**

County of Volusia
Community Information





County of Volusia Community Information



Program areas

- PIO/news media relations
- Internet sites
- Public events/recognitions
- Publications/graphic design
- Advertising/marketing
- Multimedia
- Information center/citizen hotline

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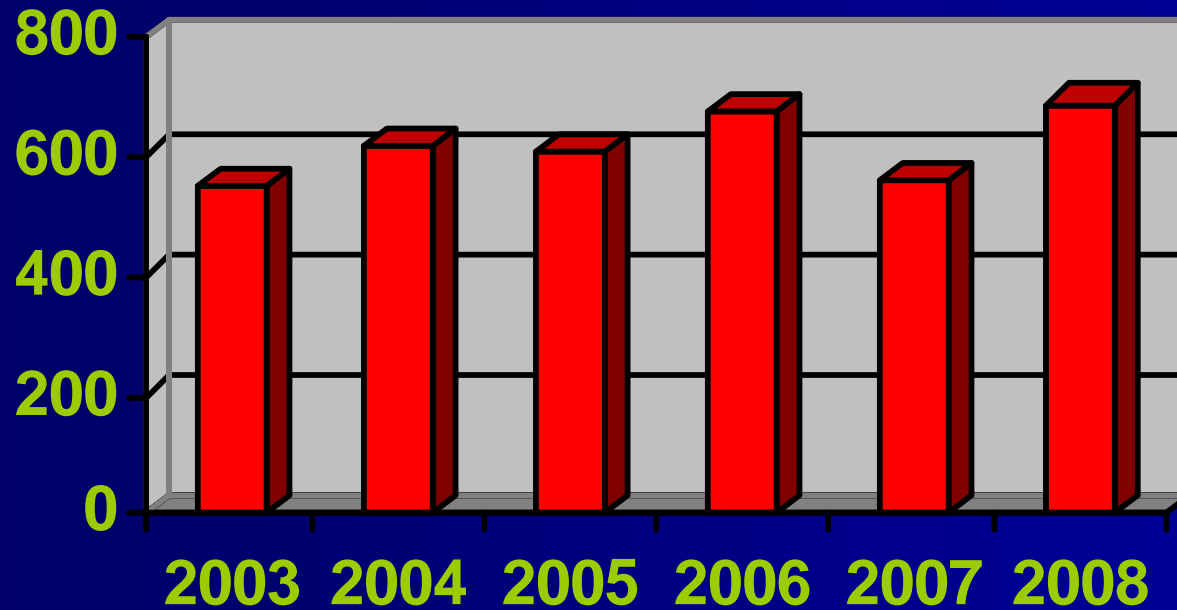
PIO/news media relations

- Centralized
- News releases/story generation
- Help reporters cover the county
- Crisis communications
- Emergency public information
- Assist staff with news media/training
- Public information campaigns

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In 2008, 686 news releases were sent to the news media – average of 57 per month.



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Internet sites

- Volusia.org
- OceanCenter.com
- FlyDaytonaFirst.com
- ECHOTourism.com
- FloridaBusiness.org
- CelebratingCulture.com
- MarineScienceCenter.com
- Votran.org
- DeBaryHall.com
- GreenVolusia.org
- VolusiaHistory.com
- VolusiaImages.com
- LyoniaPreserve.com

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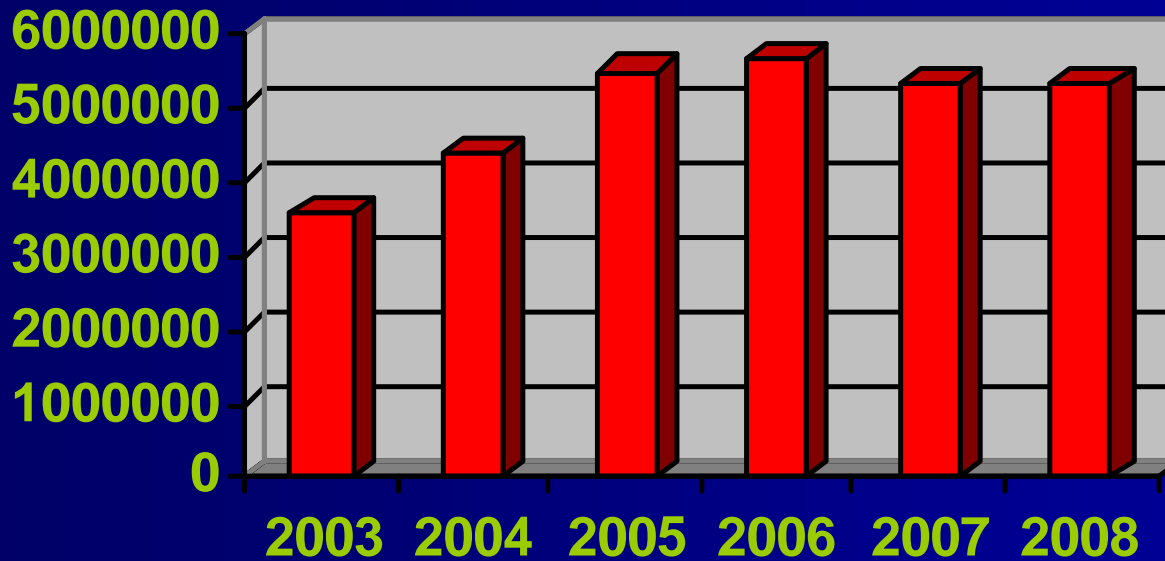
Centralized web site management

- 450+ e-mails / month
- Develop site – graphics/overall design
- Content editing/management/uploading
- Technical issues/interface with web host and site users/monitor trends
- Monitor adherence to county protocols

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In 2008, volusia.org recorded more than 5.2 million unique visitors



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Community Information**



Centralized public events

- **Groundbreakings, ribbon cuttings, dedications, official county functions**
- **Proclamations: 112 prepared in 2008**
- **Examples of events include:**
 - Ocean Center grand opening
 - Opening of expanded Deltona Library, Lyonia Environmental Center, Deltona Amphitheater
 - State of the County annual address

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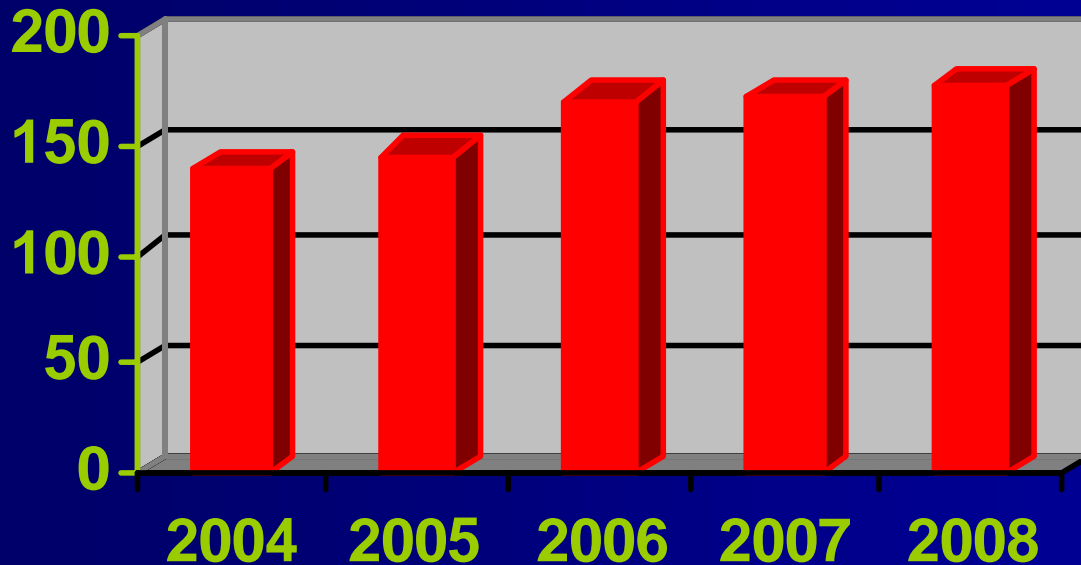
Centralized publications/graphics

- Annual Disaster Preparedness Guide
- Newsletters: County Connection, County Line, DBIA Update, Votran People Movers, Economic Scene, Celebrating Culture, Ocean Center E-News, Waterline News, Marine Science Center, and more!
- Brochures, posters, ads, invitations, signs, etc.

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In 2008, 178 printed pieces were produced including 19 brochures, 96 newsletters, two annual guides and 61 other pieces.



**County of Volusia
Community Information**



Advertising

- **Manages all display advertising needs for organization.**
- **There were 301 printed ads produced and placed in 2008 (by Community Information or the county's agency of record, Lord & Lasker.**

**County of Volusia
Community Information**



Marketing

- All divisions – in support of program needs develop marketing plans with measurable objectives
- Ocean Center, Economic Development, Votran, DBIA, DeBary Hall, Marine Science Center and soon-to-be-opened Lyonia Environmental Center

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Community Information



Multimedia

- **Television: Volusia Magazine (weekly)**
 - Airs on WDSC TV 15 Sunday at 5 p.m. and repeats Monday at 7:30 p.m.
- **Radio: Volusia Today (weekly)**
 - Airs Tuesday from 8:30 - 9 a.m. on WNDB 1150 AM and repeats Sunday at 5 a.m. on WKRO 93.1 FM and WVYB 103.3 FM and at 6:30 a.m. on WHOG 95.7 FM

**County of Volusia
Community Information**



Multimedia

- Audio broadcast of County Council meetings
- Produce info/promotional videos, television commercials
- Produce radio PSAs
- In-house photography: all county publications, electronic library

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Citizen information center/hotline

- Provide assistance to visitors to the TCK Administration Center (DeLand)
- Oversee training room schedule
- Daily news clips
- Maintains an online monthly meeting calendar
 - <http://volusia.org/mtgdates.htm>

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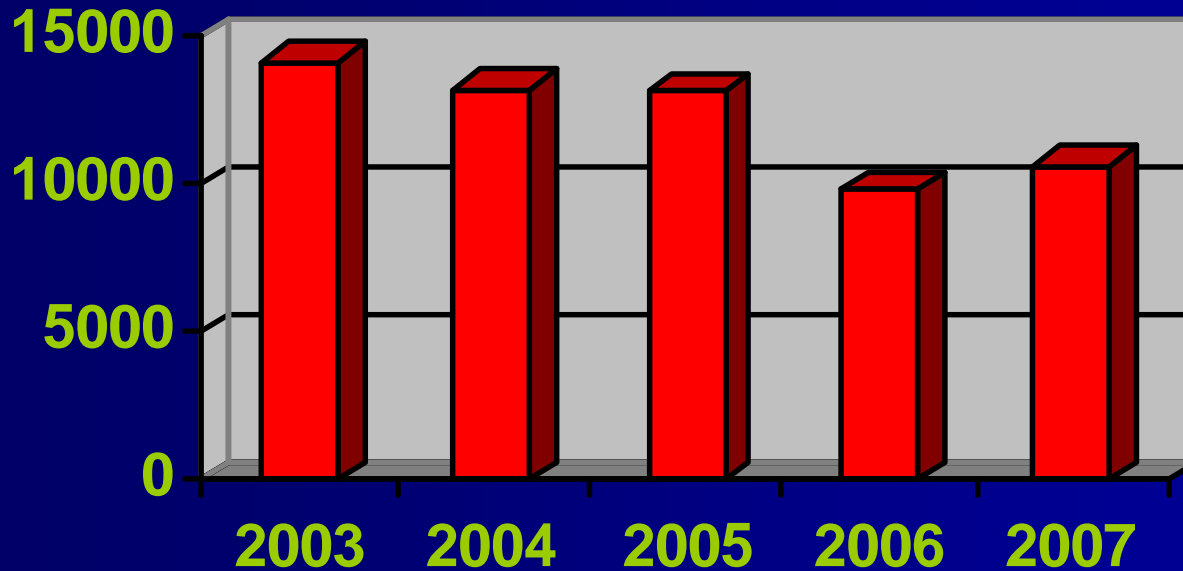
Citizen information center/hotline

- Emergency directory
- News media contacts
- Answer citizen hotline
 - During emergencies, the information number for citizens is 866-345-0345.

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Community Information



In 2008, the county's information desk received 11,431 calls from citizens and 10,496 citizens stopped for information.



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Goals

- Support, manage, improve and implement public information, public relations and marketing efforts on behalf of organization.
- Increase web site traffic
 - Enhance existing pages
- Plan and implement special events

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Goals

- **Enhance emergency public information**
 - Maintain V/F PIN – www.volusia.org/PIN
 - Establish emergency Twitter account
 - Promote following of account
- **Enhance diversity of communications**
 - Multicultural Communications Task Force
 - Video phone project

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Community Information



Goals

- Enhance Volusia Magazine
- Support 2010 Census campaign
- Support Department of Health campaigns
 - H1N1 Swine flu preventative messages

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New issues/ communications

- County's green initiatives
- Sponsorship policy
 - Possible to supplement budgets
- Use of social media sites
 - Which ones; what capacity
 - Blogs

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Community Information**



Questions?

Comments?

Thank you!

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Community Information**

