

# Public Information Officer

## 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 which is 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. In FY06, the PIO served as administrator for a grant that provides a local frequency for public information during emergencies and disasters.

## GOALS AND OBJECTIVES

- Continue to 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

	<u>FY05</u> <u>Budget</u>	<u>FY05</u> <u>Actual</u>	<u>FY06</u> <u>Budget</u>	<u>FY06</u> <u>Forecast</u>	<u>FY07</u> <u>Budget</u>
Cost per capita to operate department	\$0.00	\$0.00	\$1.09	█	\$ 1.22
Number of "News Flashes" on County's website	200	210	210	210	210
Number of press releases	75	75	75	75	75
Issues of "The Hanover Review"	4	4	4	4	4

## BUDGET HIGHLIGHTS

FY06

The budget is a maintenance level budget

FY07

The large increase in the budget is due to the separation of the public information function to a separate budget. All other funding is maintenance level.

# Public Information Officer

## BUDGET SUMMARY

### Expenditures

	<b>FY05</b>	<b>FY05</b>	<b>FY06</b>	<b>FY07</b>	<b>Percent</b>
<b>Public Information</b>	<b><u>Budget</u></b>	<b><u>Actual</u></b>	<b><u>Budget</u></b>	<b><u>Budget</u></b>	<b><u>Change</u></b>
Salaries and Fringe Benefits	\$ -	\$ -	\$ 53,456	\$ 67,276	25.9%
Operating Expenditures	-	-	50,731	52,077	2.7%
Capital Outlay	-	-	-	-	0.0%
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 104,187</b>	<b>\$ 119,353</b>	<b>14.6%</b>

### Revenue

<b>Total Department Generated Revenue</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>0.0%</b>
Generated Revenue Percent of Budget			0.0%	0.0%	
<b>Other General Fund Revenue</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 104,187</b>	<b>\$ 119,353</b>	<b>14.6%</b>
Other General Fund Percent of Budget			100.0%	100.0%	
Full-time Positions	-	-	1	1	0.0%
Full-time Equivalents	-	-	1	1	0.0%

### **FUTURE FUNDING ISSUES**

	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>
	<b><u>Plan</u></b>	<b><u>Plan</u></b>	<b><u>Plan</u></b>	<b><u>Plan</u></b>
Salaries and Fringe Benefits	\$ 69,909	\$ 72,644	\$ 75,486	\$ 78,440
Operating Expenditures	53,639	55,248	56,906	58,613
Capital Outlay	-	-	-	-
<b>Total Expenditures</b>	<b>\$ 123,548</b>	<b>\$ 127,892</b>	<b>\$ 132,392</b>	<b>\$ 137,053</b>

### Revenue

<b>Total Department Generated Revenue</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Generated Revenue Percent of Budget	0.0%	0.0%	0.0%	0.0%
<b>Other General Fund Revenue</b>	<b>\$ 123,548</b>	<b>\$ 127,892</b>	<b>\$ 132,392</b>	<b>\$ 137,053</b>
Other General Fund Percent of Budget	100.0%	100.0%	100.0%	100.0%
Full-time Positions	1	1	1	1
Full-time Equivalents	1	1	1	1

The budget represents maintenance level funding.