



Doing Things!

Marketing & Communications

February 23, 2017



Who We Are

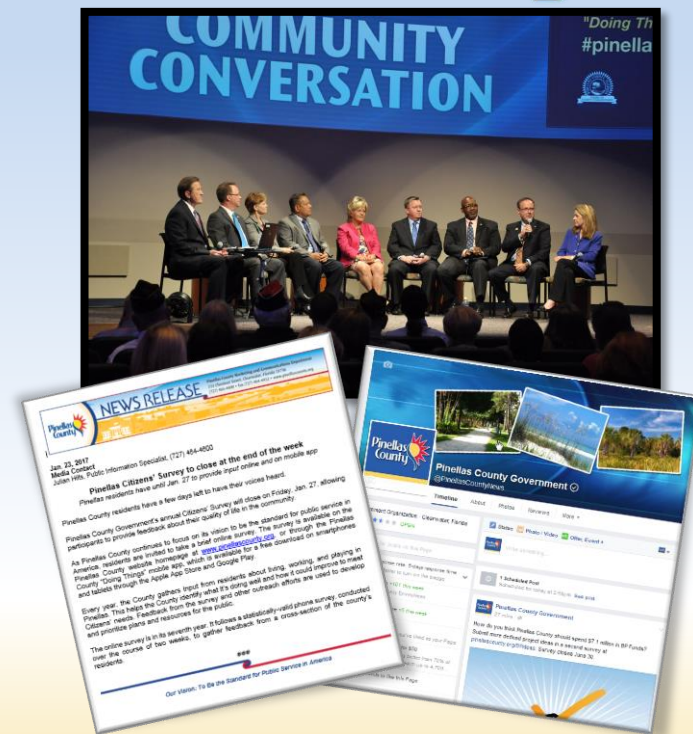
26 FTE, < 2% of County Administrator workforce

- Community engagement
- Public Information
- Marketing
- Broadcasting
- Audio and video production
- Graphic and digital design



What We Do

- Emergency notifications & On-call PIO response
- Media relations & interviews
- News releases and E-news
- Public education campaigns
- Community outreach & events
- Social media
- LiveChat, InfoDesk
- Doing Things App support



What We Do

- PCC-TV programming
- Public meeting broadcasting & engineering
- Audio and video productions
- Printed and digital graphics
- Web content management
- Photography
- 3-D Animation



Things Done



- Departmental marketing and communications plans
- Countywide events and outreach (Zika Roundtable and Task Force)
- Hispanic community outreach
- Spanish media relations
- Doing Things TV
- Storytelling and Infographics



Doing Things



- Penny for Pinellas information and education
- Increased marketing support for BCC departments' "Doing Things"
- Plan-based marketing & public information campaigns
- Community outreach and engagement
- Social media strategy
- A/V infrastructure upgrades – 5th Fl. Meeting Room
- Online newsroom

Thank you!

■ Citizen Voice:

“Impressive for a local government to be proactive instead of reactive”

- New resident



“This is an excellent example of productive thinking!”

- Jean R.