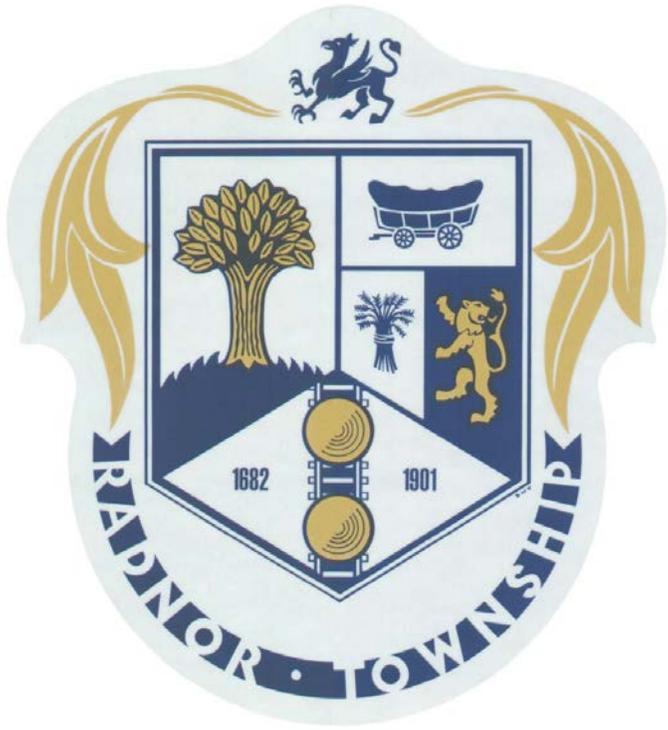




# 2020 Office of Public Information

Board of Commissioner Meeting | October 28, 2019



# Agenda

1. Mission
2. What We Do
3. Goals & Objectives
4. Communications
5. PIO Strategy
6. RPD
7. Department Forecast



## Office of Public Information

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Radnor Township | 610.688.5600 ext 197 |  
mgallagher@radnor.org  
www.radnor.com

Check out Radnor Township Social Media @





# Office of Public Information: Mission Statement

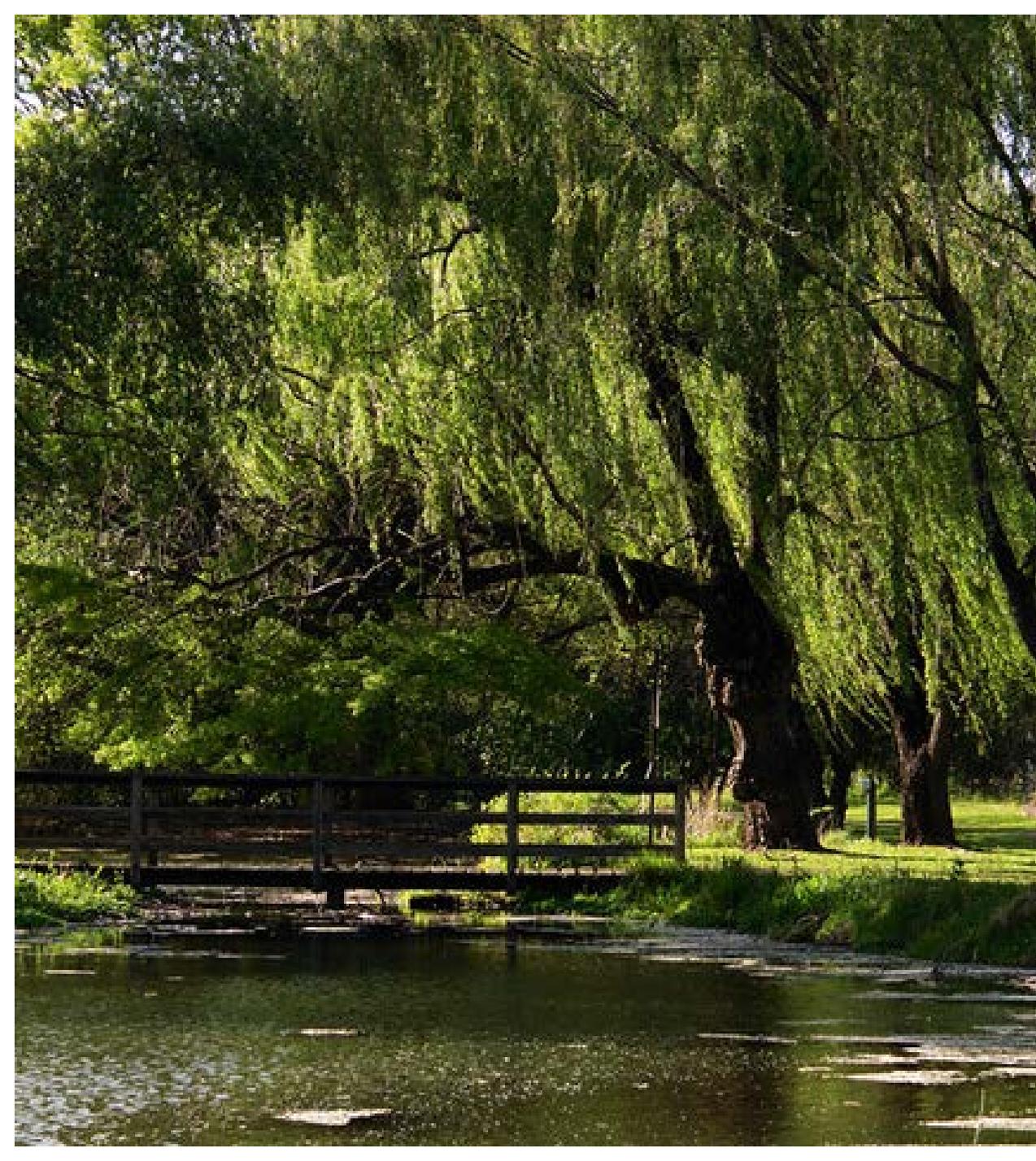
The Radnor Township Office of Public Information strives to create and maintain effective lines of communication between the government of Radnor, its employees, and the public it serves.



# Office of Public Information: What We Do

The PIO promotes awareness and understanding of the Township of Radnor by providing clear, timely and accurate information about its policies, programs and other activities to residents, business owners, employees and visitors. The office's main functions include:

- Public information dissemination
- Employee communications
- Community relations
- Special projects & events
- Media relations
- Crisis communications



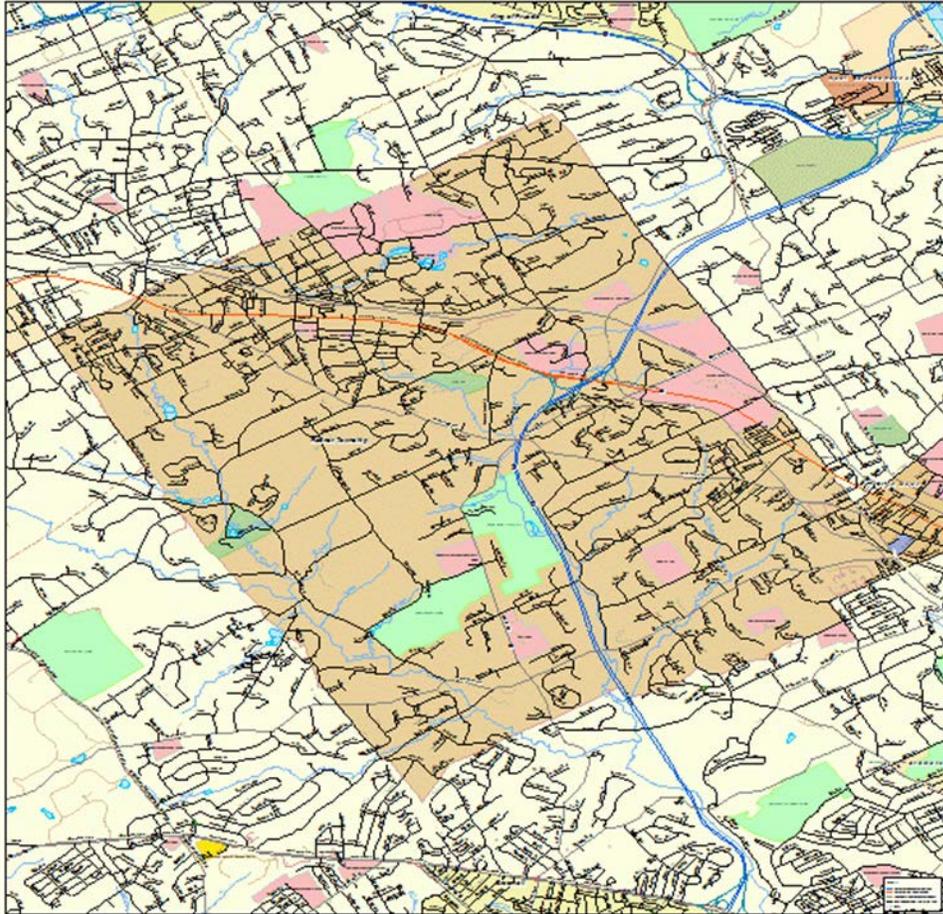
# Office of Public Information: Goals & Objectives

Goal: To spread the good news of the Township as well as effectively communicate with multiple audiences in moments of need by utilizing various platforms when important events effect the community.

Objective: To know the audiences, target messaging to those audiences, and spark community pride. It is vital to be there when it matters most to prove inherent value to our community.

# Communications

Radnor Township, PA



## PIO Main Functions

- Public Information
- Employee Communications
- Community Relations
- Special Projects & Events
- Media Relations
- Crisis Communications



## Media Relations

- PIO works with local news outlets to inform residents about breaking Township news, programs and services available to the community.
- PIO works with RPD on crisis communication and public safety initiatives.



## Social Media/ Publications/ Graphics

- PIO provides graphical support to the Township & oversees the content and design of Township website such that it is informative and easy to navigate.



## Cable Programming

- PIO produces a cable television shows, Radnor RoundUp, for the Township government on Main Line Public Television.
- PIO produces PSA's utilizing the Township Studio and aired on social media as well as on Main Line Public Television and RTSD TV via healthy organizational partnerships.

# PIO Strategy



## Township Departments

- Provide all Township departments with communications and internal and external marketing support.
- Oversees Township branding and messaging.



## Mass Media

- To provide an effective public information and communication link between the Township government & it's citizens through publications, news releases, oral and written presentations, cable television and other mass media.



## Social Media Strategy

- Maximize electronic media resources to improve reach.
- Become the primary source of accurate and timely information that impacts the local audience.
- Encourage open, consistent communication amongst stakeholders to inspire trust in the PIO Department.



## Economic Development

- Network within the community, business owners and a wide variety of other organizations.
- Work effectively with community leaders, diverse community groups and all levels of government.
- Demonstrate a total commitment and dedication to developing community relationships including 'after business hours' meetings, an ever changing business and political environment and supporting local organizations.

# Office of Public Information Serving Radnor PD



## Emergency Public Information

All information is provided to PIO via Superintendent of Police or Lieutenants on scene.



## PIO Responsibility

To provide the general public with information and instructions about what they should do.

When appropriate, to provide the media with accurate, timely information about the extent of the emergency and response efforts.



## PIO Secondary Function

To provide the public with accurate and complete information regarding incident cause, size, status, resources committed and potential short or long-term impacts, if known.



## Emergency Notification

Advisories are primarily the Township's responsibility.

During the initial emergency phase, the PIO will assist in alerting the public to hazards and provide emergency instructions regarding protective actions to be taken to avoid injury and protecting property. These public notifications should be made as soon as possible through the appropriate channels to provide adequate time for response.



## Social Media/PSA's

In coordination with Officer Brady McHale, PIO is responsible for publicizing RPD news via social media channels and [www.Radnor.com](http://www.Radnor.com) as well as producing and releasing safety and educational PSA's to our various constituencies.

## Office of Public Information: Department Forecast

- Vision Statement: To provide an effective communication system that serves the people of Radnor Township, enhances economic prosperity, and preserves the quality of our community.
- Township News is now released in a timely and effective manner.
- The Township is capitalizing on opportunity to deliver open, consistent communication to our key stakeholders.
- PIO would benefit from expanding the department to include one full time professional with web/video/technical expertise to support the volume of work being produced by the department.

