



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

REVISED 3/24/14

VIA: Kirk W. Kincannon, Director

FROM: Judy Pedersen, Public Information Officer

DATE: March 20, 2014

Agenda

Committee of the Whole
Wednesday, March 26, 2014 – 6:15 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Ken Quincy

1. Public Information Office Overview – Presentation and Questions



This page intentionally left blank.

Board Agenda Item
March 26, 2014

PRESENTATION

Public Information Officer Overview

The Fairfax County Park Authority Public Information Office (PIO) functions as a resource for the community at-large, park stakeholders, Park Authority leadership and staff as well as media representatives; and, strives to balance promotion of the programs, goals and accomplishments of the Park Authority with our responsibility to provide timely, accurate information. PIO receives guidance from the County Government Policy Directives, the Office of Public Affairs as well as clarity from Park Authority Policy 403.

The Public Information Office provides a full service communications operation that include events management, web site administration and functional e-commerce operations, content management and development across multiple platforms, social media, traditional media relations efforts, as well as FOIA compliance and administration of commercial use permits, and agency awards efforts. Efforts are both internal and external and promulgate engagement, transparency and outreach to all sectors of our community. Tonight's presentation will provide an overview of these efforts and the growing collaboration between all agency communicators.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Director
Cindy Messinger, Deputy Director/CFO
Sara Baldwin, Deputy Director/COO
Judy Pedersen, Public Information Officer

This page intentionally left blank.