Public Relations

2026 Operating and 5-Year CIP Budget Presentation

FY26 – Budget Requests

Presenter: Jeannettia Owens
Date: August 2025

Vision, Mission & Values

Department Statements

Public Relations

VISION

To serve as an award-winning communications hub that showcases Rockdale County in its best light—building trust through transparency, collaboration, and community-centered outreach. We are committed to exceptional service, ethical leadership, and expanding Rockdale's visibility locally and nationwide

MISSION

Increase the citizenry's awareness and understanding of county policies, programs, and actions by establishing and maintaining open channels of communication with the public and to facilitate citizen involvement in government.

VALUES

- Quality Communication
- Community Engagement
- Meaningful Storytelling

Opportunities & Challenges

SUCCESSES

- Nationally, State, regionally and locally recognized as a department
- We provide multiple opportunities for public engagement
- Growth across social platforms
- Program and production growth for R23 brand
- Reaching local audience with community focused stories

OPPORTUNITIES

- Additional creative outlets via production, graphics, scripting and social media
- New creative approaches to reach the community
- Continued growth across all social platforms; with a quality plus quantity approach
- Maximize on team talent to tell the story of Rockdale County

CHALLENGES

- With a new administration and recent changes to our department's leadership, the PR team is finding its footing and working to stay in step with shifting priorities during this transition.
- Reaching most of the population via multiple platforms
- Resources/equipment

FY25 Goals & Initiatives

Department’s Reimagine Rockdale Strategic Plan

Access - Expand Reach & Improve Service Delivery

- Crisis Communication Plan Refresh
- Promote and Optimize the County App
- Meet the Media Initiative: To connect with internal and external stakeholders
- Data-Driven Access Improvements

Equity – Ensure Inclusive, Transparent Communication

- Countywide Report/Digest (Twice Annually): Collaborate with local media and community
- Community Education & Connectivity Campaigns: Expand outreach with culturally relevant messaging across social media, print, and community channels.
- Meet the Media Connections (with an Equity Lens)
- Accessibility in Messaging: Standardize translation options, readability levels, and ADA-compliant formats across all communication tools.

INNOVATION – Reimagine Community Engagement & Trust

- Rebrand Rockdale County
- Tourism-Focused Marketing Strategy
- Integrated Community Engagement Tools
- “We Are All PR” Collaboration Model
- Innovation Scorecard

Operating Budget Summary

*Report Provided by Finance

	Budget FY 2025	Proposed FY 2026	Change
Total Operating Expenses	$197,004	$201,601	$4,597
Total Personnel Services & Benefits	$636,332	$688,458	$52,126
Total Est. Budget impact	**$833,336**	**$890,059**	**$56,723**

Operating Budget Request

* Include changes of $5,000 or greater only

	Description	FY25 Budget	FY26 Cost	Amount Change
100-1570-521200-10	Professional Services	$5,000	$10,000	$5000
100-1570-523300-10	Advertising	$15,000	$22,000	$7,000
100-1570-523400-10	Printing & Binding	$3,500	$9,500	$6,000
100-1570-523700-10	Education & Training	$20,000	$15,000	-$5,000
100-1570-531600-10	Small Equipment	$3,001	$8,100	$5,099
100-1570-531705-10	Other Supplies (Keep Conyers-Rockdale Beautiful)	$5,000	$0	-$5000

Operating Budget Request Justification

Professional Services	**$5,000**

- Increased to account for new administration's request. Based on 2024 budget, an extra $5K was used but not projected

Advertising	**$7,000**

- An increase in advertising to account for cost of new channels (marketing/advertising) expenses for associated campaigns, promotional items, etc.

Printing & Binding	**$6,000**

- Increased printing to account for BOC Initiatives (i.e., booklets, magazine, etc.)

Education & Training	**-$5,000**

- Decreased

Small Equipment	**$8,100**

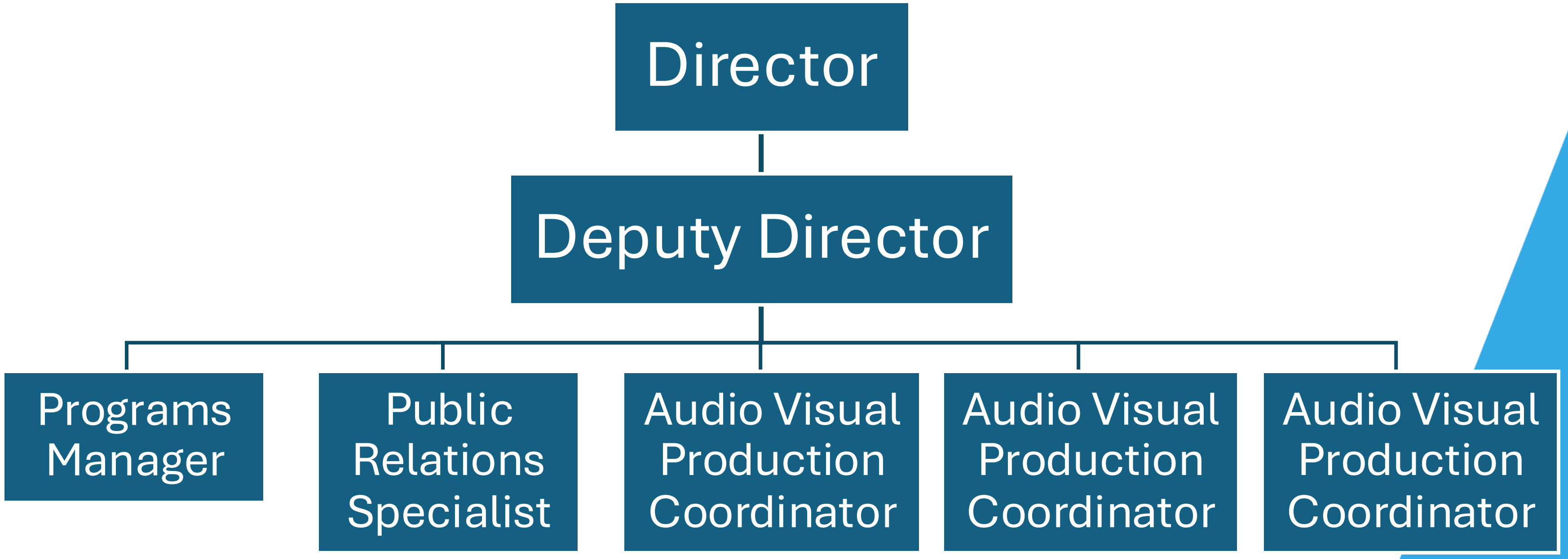
- To account for equipment updates, repairs or replacements (i.e., camera gear/parts, tripods, audio equipment, microphones)

Other Supplies (KCRB)	**-$5,000**

- This expense was previously served for KCRB (it has now been moved to another department)

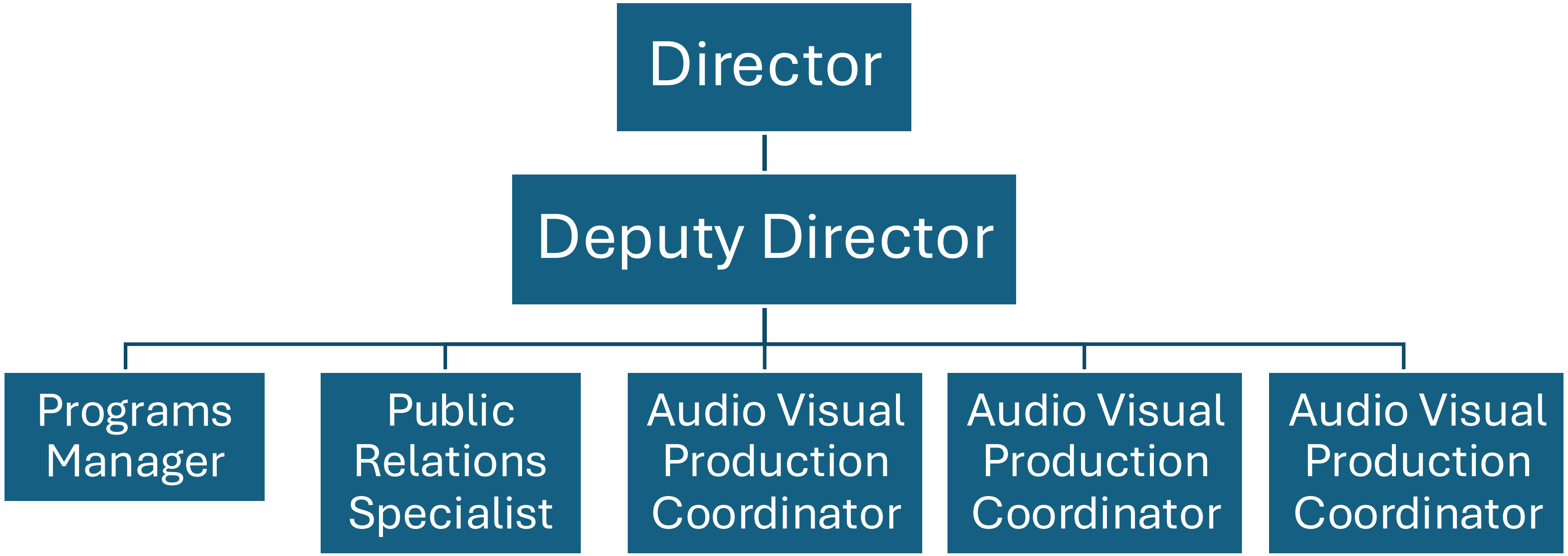
Current Organization Chart

Fiscal Year 2025



Proposed Organization Chart

Fiscal Year 2026



Thank You