

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

PROGRAM INFORMATION

County: Montgomery County

Program Title: FY2018 Annual Report

Program Category: Communications

CONTACT INFORMATION

Name: Jennifer T. Harris

Title: Public Information Director

Department: Public Information

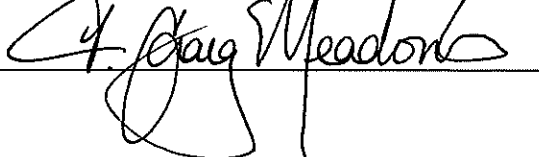
Telephone: 540-381-6887 Website: www.montva.com

Email: harrisjt@montgomerycountyva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: F. Craig Meadows

Title: County Administrator

Signature: 

VACo Communications Award Submission – Montgomery County Annual Report

Executive Summary

Montgomery County's FY 2018 Annual Report highlights accomplishments and changes that took place during the timeframe of July 1, 2017 to June 30, 2018, and is released to the citizens each fall. Typically, the report follows the Strategic Initiatives and Action Agenda set forth by the Board of Supervisors and features the accomplishments of the Sheriff's Office, Fire and Rescue Volunteers, Economic Development, Montgomery Floyd Regional Library (MFRL), Parks and Recreation, RSVP and other county departments. The main audience of the Annual Report is Montgomery County citizens.

This is an opportunity to communicate with the citizens beyond Board meetings and other traditional communication methods in an effort to help instill a sense of pride in what Montgomery County has accomplished over the past year, as well as to inform viewers of any changes that have taken place. Before going live, the Montgomery County 2018 Annual Report was screened at a Leadership Team Meeting of Montgomery County department heads and received rave reviews. Following this pre-viewing was a public screening at the December 17, 2018, meeting of the Montgomery County Board of Supervisors where all members of the Board and the County Administrator expressed how impressed they were with the final product.

The video is now posted on the montgomeryva YouTube Channel, Facebook, and on both Montgomery County WMCC 190 television stations on the Comcast and Shentel cable networks. The primary goal of the Montgomery County's FY 2018 Annual Report video is to use another communication vehicle beyond traditional communication methods and Board meetings to share an overview and help instill a sense of pride in what Montgomery County has accomplished over the past year, as well as inform views of changes that have taken place.

Overview

Montgomery County's FY 2018 Annual Report highlights accomplishments and changes that took place during the timeframe of July 1, 2017 to June 30, 2018, and is released to the citizens by early fall each year. This year's annual report was released in November of 2018. The FY 2018 Annual Report highlighted the county's accomplishments, while featuring staff from each respective location to share the accomplishments. While this annual report is slightly longer than reports in the past, it has gained higher views and a positive response both internally and externally.



Montgomery County 2018 Annual Report

This annual report is an opportunity to communicate with the citizens beyond Board meetings and other traditional communication methods in an effort to help instill a sense of pride in what Montgomery County has accomplished over the past year and keep up to date with any changes that have taken place. The Montgomery County Public Information Office, which

consists of three individuals who serve a population of just under 100,000 citizens, produces this annual report. Since the Public Information Office is never working on just one project at a time, the expressed production hours for the Annual Report are estimates. The Public Information Office takes pride in its frugal use of tax dollars and believes its work greatly exceeds the cost of production, especially in the case of this project.

Each year, the Montgomery County Annual Report is a constantly evolving production right up until the point of completion. After the first draft is completed, each department provides detailed notes on how they want their section to be presented and what they want changed. Before going live, the Montgomery County 2018 Annual Report was screened at a Leadership Team Meeting of Montgomery County department heads and received rave reviews. Following this was a public screening at the December 17, 2018, meeting of the Montgomery County Board of Supervisors where all members of the Board and the County Administrator expressed how impressed they were with the final product. The video is now posted on the montgomeryva YouTube Channel, Facebook, and on both Montgomery County WMCC 190 television stations on the Comcast and Shentel cable networks.

As with every Montgomery County Public Information project, time was made for completion of the Montgomery County, Virginia's FY 2018 Annual Report video in between daily duties and other projects. That combined with no production budget other than staff hours makes for very economical production costs. There was no set budget for this project other than hours spent by staff. Background footage and supplementary media was created as needed by one staff member and put together with existing photos and video from Public Information Office archives and what was submitted from county departments. Using the Adobe Suite one

staff member produced and edited the body of the project which took an estimated 100 hours while another produced the introduction which took an estimated 15 hours.

Montgomery County's FY 2018 Annual Report video is now posted on the montgomeryva YouTube Channel, Facebook, and on both Montgomery County WMCC 190 television stations on the Comcast and Shentel cable networks. Since its publish date on December 18, 2018, there have been 277 views of the report on YouTube and 785 views on Facebook. The Montgomery County 2018 Annual Report can be viewed here:

<https://www.youtube.com/watch?v=0tmFUo-j5DE>.