



PEOPLE FOCUSED

Community and Media Relations (CMR) is responsible for public information and education; community outreach and engagement; and media and public relations for Leon County's programs and services. The division aims to develop and maintain a positive image of Leon County by fostering pro-active and responsive communication with employees and the community.

On behalf of Leon County, CMR also provides frequent communication to and maintains relationships with many intergovernmental entities and community-based organizations including the Council of Neighborhood Associations (CONA) for the County's annual Neighborhood Recognition Program, the Leon County Sheriff's Office for Emergency Management preparation and support functions, and the City of Tallahassee for the community Cold Night Shelter logistics and communication.

Jon Brown is responsible for the office's management and daily operations. He is a board member of the City-County Communications and Marketing Association (3CMA), and a member of the American Advertising Federation (AAF) - Tallahassee and the Florida Public Relations Association (FPRA) - Capital Chapter. An honors graduate of Florida A&M University, Brown has a background in Civil and Software Engineering.



Jon D. Brown

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PERFORMANCE DRIVEN

EDUCATION, INFORMATION & COMMUNITY OUTREACH

- To continuously enhance the community's ability to access local government, Leon County redesigned its website to promote transparency, accountability, and performance results. Community and Media Relations, along with Management Information Services, played an integral role in developing and relaunching this re-tooled website, which includes:
 - » **Citizens Connect Feature:** With just one click visitors can access online services, report or track a problem, make an inquiry or talk to a live person.
 - » **'Your Checkbook' Feature:** Invoices and expenditures are available for residents to review in order to see their tax dollars at work.
 - » **News Ticker Feature:** An attention-grabbing, real-time, scrolling text feature for County news headlines with links to current events and information.
- Always striving to keep the community informed, CMR delivered more than 106,000 bulletins via the County's digital media subscription service, GovDelivery, providing residents with up-to-the-minute news at their fingertips.
- With a goal of disseminating accurate and timely information, CMR continues to maintain informational updates for the County's award-winning Emergency Information Portal

- (EIP), which includes emergency alerts and associated health warnings, road closures, sandbag locations, shelter locations and status, evacuation routes and important health information.
- Partnered with the Office of Sustainability to plan, market, and present the 2011 Sustainable YOU Conference with the City of Tallahassee and Sustainable Florida.

Setting the Standard in Public Service



3CMA Savvy Awards - Silver
Circle: Awarded for a creative photography campaign for the 2011 Leon County Wellness Fair.



FPRA Image Awards: Awarded for creative design and development for the 2010 Annual Report and Sustainable Communities Summit materials.



AAF Silver ADDYs: Awarded for creative design and development for the Sustainable Communities Summit brochure and stationary package.



Did You Know

Commission meetings, live or previously recorded, can be viewed at www.LeonCountyFL.gov or Comcast Channel 16 (Tuesdays). Agendas and minutes can also be accessed on the County's website or by calling 606-5300.