

CONTACT US

Communications and Public Affairs Department
Chapel Hill Town Hall
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COMMUNICATION

The following is taken from ICMA (International City/County Management Association), Practical Promotion: Strategies for Improving Services and Image, 1992, 5.

Communication with citizens is “a basic obligation of government” – an essential component of a democratic process. Good public communication isn’t a goal that stands apart from the City’s other activities; it should be an integral part of achieving success in almost every City project.

Effective communication benefits citizens and helps the City meet goals in many ways:

- Communication encourages informed participation. Citizens can more effectively express their needs and work cooperatively with the City when they know the facts about Town plans and actions. Communication from the City can start a democratic dialogue and encourage citizen involvement.
- Communication builds community pride and satisfaction. The more citizens learn about City services, the better they understand how their tax dollars are used and the better they feel about their government. Educating citizens about City services and successes helps develop a positive reputation for the City and builds pride in the community.
- Communication encourages growth, attracts good employees, and improves service. A good reputation can also draw people to the community, encourage business development, and attract capable employees who will ultimately strengthen City services.

RESOURCES FOR PUBLIC

The Communications and Public Affairs Department provides various publications for the public, the media and employees of the Town of Chapel Hill. To request copies of the following, please call (919) 968-2743 or e-mail publicaffairs@townofchapelhill.org.

Chapel Hill eNews

Sign up for our news listserv by contacting us at publicaffairs@townofchapelhill.org

TOWNweek

Look for our weekly bulletin in
The Chapel Hill News on A-5 each Sunday

Brochures Available:

- Guide to Town Services
- Your Town Council
- Town Budget
- Town Council Meetings
- Boards and Commissions
- Parking Downtown
- Town Facility Rental
- History of Town Government
- Opening a Business in Chapel Hill
- Town Operations Center
- Leaf Collection
- Toward a Sustainable Community

Graphic Standards Manual

Sets guidelines for logo use

Communications Plan

Sets strategies to keep the community informed and involved in government

A Reporter’s Guide to Covering Town Hall

For reporters covering local government

UPDATED IN AUGUST 2009

*Printed on recycled paper.
Please recycle with white paper.*



COMMUNICATIONS & PUBLIC AFFAIRS



We are committed to working with the community to provide opportunities for the two-way flow of information between the Town of Chapel Hill and its residents.



Communication with citizens is a basic obligation of government.

COMMUNICATIONS & PUBLIC AFFAIRS

The mission of the Communications and Public Affairs Department is to encourage citizen participation in Town government, and to support the Town's strategic directions through news media relations, internal and external communications, vital records maintenance and provision, citizen education and service programs, and marketing activities.

Information: (919) 968-2743 or e-mail publicaffairs@townofchapelhill.org.

- ♦ **TOWN COUNCIL AND RECORDS** - As the records center for official actions of the Town Council, Communications and Public Affairs is responsible for related agendas, minutes, and public hearing notices.
- ♦ **BOARDS & COMMISSIONS** - This department also maintains board and commission membership information, coordinates protest petitions, administers oaths of office.
- ♦ **MUNICIPAL CODE** - In addition, the department maintains the Municipal Code and attests and notarizes Town documents.
- ♦ **NEWS RELEASES** - News releases announcing Town events and issues sent to local media help provide information to the public. Assists reporters on Town news coverage.
- ♦ **CHAPEL HILL TV18** - Cable channel 18 broadcasts Town Council meetings and public hearings, as well as meetings of OWASA and the School Board, and also broadcasts a rotating informational bulletin board.
- ♦ **ENEWS LISTSERV** - News is sent on a weekly basis to an ever-growing citizens listserv of more than 3,000 subscribers.

- ♦ **GUIDE TO SERVICES** - The A-Z service guide is published annually and distributed free of charge in the *The Chapel Hill News* to local residents. It also is provided at Town facilities year round, upon request, and is posted on the web site.
- ♦ **TOWNWEEK** - A weekly bulletin featuring public notices and announcements is published in the local newspaper and distributed via email and posted on the web.
- ♦ **WEBSITE** - www.townofchapelhill.org provides information, applications, forms, and interactive features such as maps. Communications and Public Affairs organizes the Web Stewards Team, comprising web managers from departments across the Town organization.
- ♦ **SPECIAL EVENTS** - The Town sponsors or cooperates in planning many special events, including ribbon cuttings and groundbreakings. The Parks and Recreation Department takes the lead in events planning for the Town while Communications & Public Affairs assists Town departments in attracting the public and the media to their events, as well as in coordinating their promotions through giveaways and marketing materials.
- ♦ **OTHER SERVICES** include print pieces such as brochures and signage, bus posters, and general information assistance. We provide consultation on graphic design guidelines for Town departments and manage an Image Library of photographs and graphics materials. We also provide training to department heads on working with the media, and to the media on covering local government.

- ♦ **TOWNTALK** - This award-winning (2006, 3CMA; 2009, NC3C) monthly newsletter for employees of the Town of Chapel Hill provides benefit information, features on Town employees, and information about events.
- ♦ **TOURS** - Schools and other interested groups may schedule tours of the Town Hall Council Chamber. It is our aim to teach young people about Town government. By exposing children to local government at an early age they can grow up knowing about the services provided by the Town and how each citizen can make a contribution to his or her community.
- ♦ **OTHER SERVICES** - The Town is engaging with new audiences through social media, including Facebook, Twitter, and YouTube. Find links on the lower right corner of our website at www.townofchapelhill.org.



Media training workshop

