



## COMMUNICATIONS OFFICE

### IMPORTANT STATISTICS AS OF JUNE 30, 2019

#### New projects

New Judicial Branch websites

#### Ongoing work

Speakers Bureau program

- 327 volunteer speakers
- 115 speaking events and media interviews

Social media for the Judicial Branch

- 3,338 Facebook followers
- 3,387 LinkedIn followers
- 2,685 Twitter followers
- 187 YouTube subscribers

17+ high-profile events planned, promoted

15 live streamed events

120 videos produced

14 web slider videos produced

16,370 Celebrate NC Courts website views

30.8 million NCcourts.gov webpage views

3,721 web updates

813 public inquiries

353 news articles

426 media inquiries

156 press releases

34,624 survey views

#### Support services

Advertising, public service announcements

Brand and identity management

Broad communications

Digital solutions

Event planning and promotions

Graphic and information design

Marketing

Media relations, events, and coaching

Photography

Project management

Publications, reports, and newsletters

Public information and records requests

Social media

Strategic planning

Standards development and guidance

Video production

Website design, development, maintenance, and support

Writing and editing



The North Carolina Judicial Branch's Communications Office is organizationally located within the Administrative Office of the Courts (NCAOC). The Communications Office is adaptable and flexible to the growing demands and needs of the Judicial Branch. We have the skillsets and motivation to achieve our work. We value individual contributions as much as the synergy of teamwork — the individuality and diversity of each individual strengthens the group as a whole.

Each member of the Communications Office team has the knowledge, skills, and capabilities to accomplish our work; therefore, working cross functionally is encouraged and expected. We seek collaboration with other divisions and stakeholders when appropriate.

When taking on new communications-related projects, the Communications Office strives for the greatest reach so that our work benefits North Carolina's unified court system. We maximize all resources available to us and use them wisely. We also pursue partnerships and collaborative relationships around the state and beyond when appropriate. Our approach to our work includes the willingness and ability to respond positively, efficiently, and effectively.

We actively pursue professional development opportunities and information to stay at the forefront of the latest information, communications, technologies, and best practices. We passionately pursue tools and resources that make good sense for the Judicial Branch.

In defining our work, we follow the SMART protocol:

- Specific
- Measurable
- Achievable and actionable
- Realistic
- Time based

We insist on excellence and making things better and use practical project management principles and skills to deliver products and services on time with the resources available.



## ABOUT THE COMMUNICATIONS OFFICE

### Services Brief Description

#### Communications support

This centralized communications service is located at the North Carolina Judicial Center (NCJC) and oversees and assists communications needs for the entire Judicial Branch. Our responsibilities include:

- Newsletters, news releases, and news articles
- Strategic and Continuity of Operations Plan (COOP) planning and execution
- Brand and identity development and management
- Writing and editing
- Annual publications, such as fact sheets and statistical reports production
- Public outreach

#### Media relations

The Communications Office is the single point of contact for news and trade media organizations that are trying to reach the NCAOC and Judicial Branch. Our goal is to ensure that the public gets our best foot forward: a professional, consistent, and unified voice. If you work in a courthouse and need help with a media inquiry, don't hesitate to contact us. If you are a member of the media and need information, please visit [NCCourts.gov/media](http://NCCourts.gov/media). Our work includes:

- Media inquiries
- News advisories and releases
- News conferences, events, and high-profile trials
- Media coaching
- Public records requests

#### Web and digital services

This in-house operation provides basic services that meet the digital needs of the entire Judicial Branch. Types of digital services provided include:

- NCCourts.gov site development, maintenance, and support
- Content strategy and user experience
- Drupal development, an open-source web platform
- Judicial websites and applications
- Social media
- Graphics
- Video production

