



## COMMUNICATIONS OFFICE

### IMPORTANT STATISTICS AS OF JUNE 30, 2020

#### Ongoing work

28 high-profile events planned, promoted  
10 live streamed events  
23 videos produced  
23 web slider videos produced  
20,480 Celebrate NC Courts website views  
32.2 million NCcourts.gov webpage views  
4.54 million visitors to NCcourts.gov  
5,383 web updates  
89 webforms produced and supported  
62,151 survey views  
813 public inquiries  
322 media inquiries  
425 news articles  
148 press releases  
186 newsletters published  
137 design requests completed

#### Social media for the Judicial Branch

7,767 Facebook followers  
4,058 LinkedIn followers  
3,585 Twitter followers  
392 YouTube subscribers

#### Speakers Bureau program

330 volunteer speakers

#### 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 reaches for the greatest impact and broadest efforts so that our work benefits North Carolina's unified court system and the people that it serves. 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, editing, and graphic design
- Annual publications, such as fact sheets and statistical reports production
- Marketing communications plans (writing, implementing, measuring efforts)
- Change management communications
- Internal and external communications

#### 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

