



## COMMUNICATIONS OFFICE

### IMPORTANT STATISTICS AS OF JUNE 30, 2021

#### ONGOING WORK

- 6 high-profile events planned, promoted
- 9 videos produced
- 37.4 million NCcourts.gov webpage views
- 5.4 million visitors to NCcourts.gov
- 4,453 web updates
- 89 webforms produced and supported
- 209,880 survey views
- 854 public inquiries
- 442 media inquiries
- 500 news articles
- 108 press releases
- 24 newsletters published
- 200 design requests completed
- Social media for the Judicial Branch
  - 9,685 Facebook followers
  - 4,616 LinkedIn followers
  - 4,103 Twitter followers
  - 711 YouTube subscribers
- Speakers Bureau program
  - 14 podcasts
  - 3,745 podcast downloads
  - 337 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
- Public information and records requests
- Publications, reports, and newsletters
- 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 located within the North Carolina Administrative Office of the Courts (NCAOC) with offices located at the N.C. Judicial Center in Raleigh. With a diverse and experienced staff, the Communications Office is extremely capable to meet the growing demands and needs of the Judicial Branch.

Each member of the Communications Office team has the knowledge, skills, and capabilities to accomplish our work. We work to collaborate 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. 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.

Delivering information, tools, and strategies to the Judicial Branch for communicating to its many internal and external stakeholders



## 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](https://www.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 & 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