



SCGTV/Communications Budget Workshop Presentation

April 15, 2025

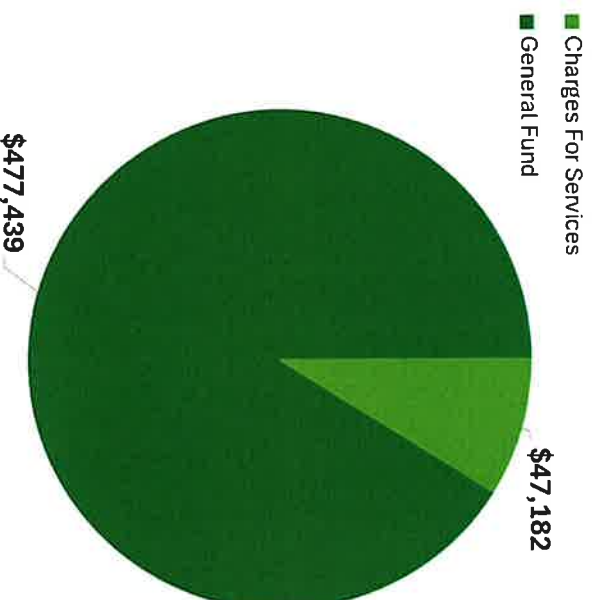


Staff

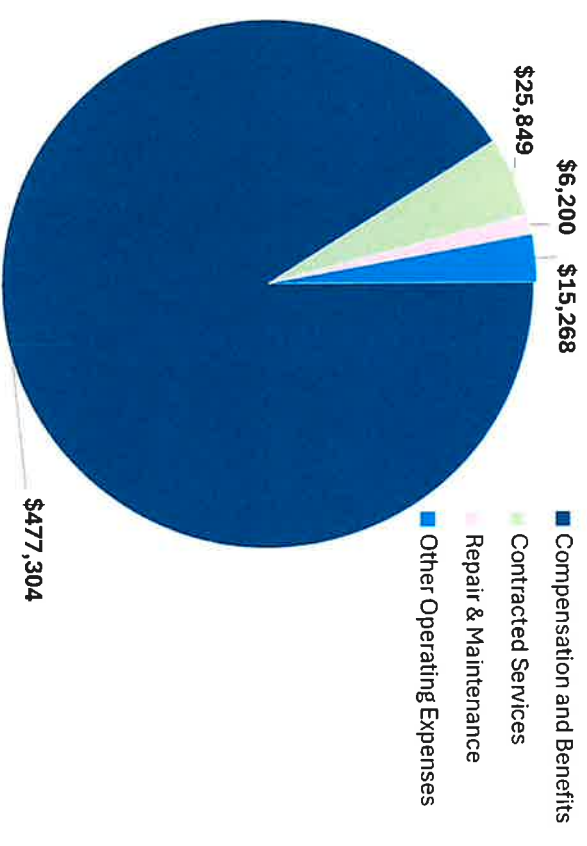
Name	Title	Salary & Benefits Funding Credits
Don Walker	Director of Communications	
Rachel Horst	Public Information Officer & Marketing Specialist	50% Emergency Management 25% Fire Rescue
Logan Hemenway	Digital Producer	5% Planning & Development
Anda Skambraks	Production Specialist II	5% Planning & Development
Vonte Osborne	Web Content & Public Notification Specialist	50% Information Technology
Michael Isnardi	Community Relations Specialist	100% Utility Services

FY 2025 Budget

Revenue



Expenses



Public Outreach & Transparency



- Outreach
 - Community e-newsletter-quarterly
 - Employee newsletter-monthly
 - Press releases-217 (70)
- Facebook/X/Nextdoor
 - Hurricanes: 1,014
 - Prescribed Burns: 33 (19)
 - Road Closures: 44 (32)
 - Severe Weather Events: 3
 - Rocket Launches: 112 (34)
 - ESF14 activates for every launch
 - Cold Weather Shelters: 28 (24)

Legal Ads

- Florida House Bill 7049 went into effect Jan. 1, 2023 allows governments to post public notices on a county website rather than a local newspaper
- Brevard County was the first to begin publishing public notices and legal ads on our website
- 442 ads from Brevard County and 6 municipal and Charter Offices





- Started broadcasting Board of County Commission meetings on YouTube during COVID
- Channel has archived meetings back to 2017
- 309 meetings currently listed
 - BOCC Meetings
 - BOCC Workshops
 - Zoning Meetings





- Programming = 49% Local Content
- Live Broadcasts (1,144 hours)
 - BOCC/Zoning/Workshops
 - Transportation Planning Organization (TPO)
 - SOIRL
- Recorded Broadcasts (2,663 hours)
 - Barefoot Bay, Cocoa, Cocoa Beach, Melbourne, Palm Bay, Titusville
 - Brevard Public Schools
- Florida Channel/Misc. Programming (4,455 hours)



Where to find us:

- Spectrum-499
- North Brevard-Comcast-51
- South Brevard-Comcast-13
- AT&T U-Verse-99
- County website: www.BrevardFL.gov
- YouTube: @SCGTV499
- Facebook: @BrevardCountyGovt