



Dave Neudeck **Public Communications** **and Marketing Director**

804-305-4220

Public Communications & Marketing Office (PCMO)



Who are we?

- **Dave Neudeck**, public communications & marketing director
State Parks – statewide marketing, Office Resilience Planning
- **Emi Endo**, senior public relations & marketing specialist, Natural Heritage, Land Conservation, Real Property Office, Environmental Education, Planning & Recreation Resources
- **Matt Sabas**, senior public relations & marketing specialist, Soil & Water Conservation, Floodplain Management and Dam Safety
- **Kim Wells**, public relations & marketing specialist, State Parks Eastern Region
- **Starr Anderson**, public relations & marketing specialist, State Parks Western Region
- **Haley Rodgers**, content & social media manager
- **Mary Bishop**, web manager
- **Betty Saxman**, graphic designer
- **Christen McKey**, communications assistant (part time)
- **Cheyenne Wine**, marketing coordinator (part time)
- **Emma Crank**, administrative assistant (part time)

Who are we?

Kim Wells, public relations & marketing specialist, State Parks Eastern Region

Districts 1, 2 and 4

804-217-1077



Starr Anderson, public relations & marketing specialist, State Parks Western Region

Districts 3, 5 and 6

540-460-1540



Working with PCMO



How can PCMO help you?

The Public Communications and Marketing Office serves the entire agency to share DCR's **good news*** with the public!

**and mitigate the effects of any bad news*

- News releases
- Blogs (DCR Insights, Virginia State Parks)
- Content development (fliers, videos)
- Media monitoring for stories about DCR
- Responding to media inquiries
- Pitching stories to media
- Social media posts
- Event planning – ceremonies, media
- Assets for presentations (templates, logos, photos)
- Advertising and Marketing campaigns
- Website content updates
- Layout and design for signage, print materials
- Materials for outreach events (tablecloth, banners, giveaways)

Common Questions



Q: Do we have to work with PCMO?

Yes, please (you're stuck with us).

Similar to IT, HR, Procurement, Finance, etc. PCMO plays a vital role in the communication and presentation of the agency to the public.

Q: Isn't PCMO too busy?

Probably, but bring it on.

- PCMO requires 2-3 weeks advance notice on small project needs.
Including news releases, content development, graphic requests, basic proofreading, social media posts, talking point development
- PCMO requires 4-6 weeks advance notice on medium size projects.
Including communication plan development and execution, small event planning, basic photo/video shoot assistance, writing remarks
- PCMO requires 3-6 months advance notice on larger projects
Including marketing plan development and implementation, large video projects, large event planning, major website section updates

Q: Do you have funding for marketing and videos?

Sometimes – we need more – and we need a video editor.

- PCMO may be able to assist directly with small projects.
- PCMO requires significant notice for larger projects to check budget, hire a video team and properly plan the video.
- PCMO must follow all procurement rules for paid content development.
- State Parks provides significant budget to PCMO annually to market the parks and for some content development
- PCMO manages all advertising for the agency.

Q: Why doesn't DCR have a brand guide?

It's on the way!

- Visual identity – logo, typography, color palette
- Key messages – primary, secondary, division
- Voice and tone
- Style guide components
- Brand applications and examples of usage

Q: When will we have a new brand for state parks?

It's on the way!

COMING SOON

Media Inquiries



Media inquiries

If a reporter **contacts** you

If you are:
DCR Director, Deputy Director,
Division/Section Leader,
Park Manager

Step 1 Questions by the media may be answered before speaking with PCMO if the topic does not involve policy, budget or sensitive issues. Complete the [PCMO Media Contact Form](#) during or immediately following contact with the media.

If you are:
All other DCR staff

Step 1 While communicating with the media via phone or email, complete the related sections of the [PCMO Media Contact Form](#). Let the media contact know that someone will respond soon with information or answers to his or her questions.

Media inquiries

Step 2 Submit the [PCMO Media Contact Form](#) which will be sent to your PCMO representative.

Step 3 Consult with your PCMO representative. *(PCMO will work with the appropriate people to develop the message and determine who is to respond to the media.)*

Step 4 Follow up with the media and/or be interviewed by the media using information from the consultation with PCMO and tips from media training.

Step 5 After your interview or communication(s) with the media, provide updates to your PCMO representative and stay in communication with PCMO until the reporter's needs are met.

FOR SENSITIVE TOPICS AND EMERGENCY SITUATIONS:
Contact your division director/section leader or park manager immediately.
He or she will work with PCMO and management from there.

Media inquiries

If a reporter **contacts** you

What **NOT** to do

- Ignore the call or email.
- Panic (or lie)!
- Say, “I’m not allowed to talk to media,” or “That’s a dumb question.”
- Agree to be interviewed “off the record” or “on background.”

What **TO** do

- Contact your PCMO rep ASAP. Complete and email the [PCMO Media Contact Form](#) and let your supervisor know.
- Say, “Someone will contact you soon with the information you requested.”
- Feel comfortable saying, “That’s not my area of expertise,” or “I don’t know.”

Approved DCR staff (DCR Director, Deputy Director, Division/Section Leader, Park Manager, PCMO representatives) can speak to media prior to consulting PCMO except for topics on policy, budget and sensitive issues.

Media inquiries

If a reporter **interviews** you

- Understand that news reporters live and die by **deadlines**, and our inability to respond in time can be detrimental to DCR's public image. (Ask PCMO to help!)
- Don't assume the reporter knows the whole story already. You are likely their first source of information.
- **Speak slowly**, especially for TV and radio interviews.
- Avoid using government acronyms or scientific jargon.

Media inquiries

If a reporter **interviews** you

- **Stick to the facts**, but don't say more than you need to. Stop talking once you've answered the question.
- Remember that you represent DCR and Virginia State Parks, not just your park or division.
- Again, feel comfortable saying, "That's not my area of expertise," or "I don't know."
- Don't ask, "Can you send me the story before you print/broadcast it?"
- After your interview, **provide updates to your PCMO representative** until the reporter's needs are met.

Marketing



VIRGINIA STATE PARKS

Spring and Summer Marketing Campaign

March – July, 2025



Campaign Objectives

- Increase park revenue and visitation
- Increase awareness of park programming and event attendance
- Increase reach, impressions and interaction on social media

Target Audience

- Within the overall Virginia State Parks audience, PCMO has identified segments of visitors based on their demographics and lifestyle choices. These “personas,” or representations of each segment, help us to identify the visitors’ needs, motivations, and pain points so that we can better reach them with our messaging.
- This campaign primarily targets two personas:

Outdoor Native

Athleisurist

Outdoor Native

Persona

Age 35–54
Family Single adults or parents
Location Richmond, Charlottesville,
Roanoke, NoVA, VA Beach

Hobbies:

Family-oriented programs & festivals
Outdoor journeys (i.e. hiking, kayaking)
Trying new things (i.e. rock climbing)

Traits at a Glance:

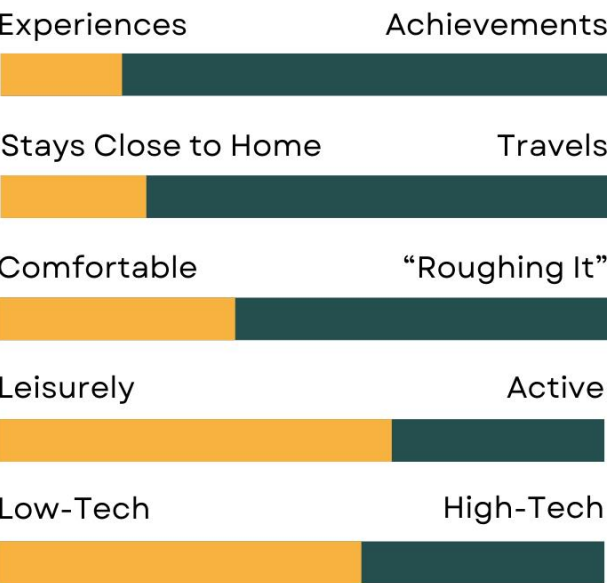
Highly engaged audience

Active on Facebook/Instagram

Willing to rent their equipment

Seeks joy & personal growth

Lifestyle:



Sample Parks:

- DO – Douthat
- FL – First Landing
- FS – Fairy Stone
- PW – Powhatan
- WE – Westmoreland



Athleisurist

Persona

Age 45-65
Family Retirees & empty nesters
Location RVA, Roanoke, VA Beach,
rural or waterfront areas

Hobbies:

- History and interpretive programs
- Short hikes focused on scenery
- Bird watching and photography

Traits at a Glance:

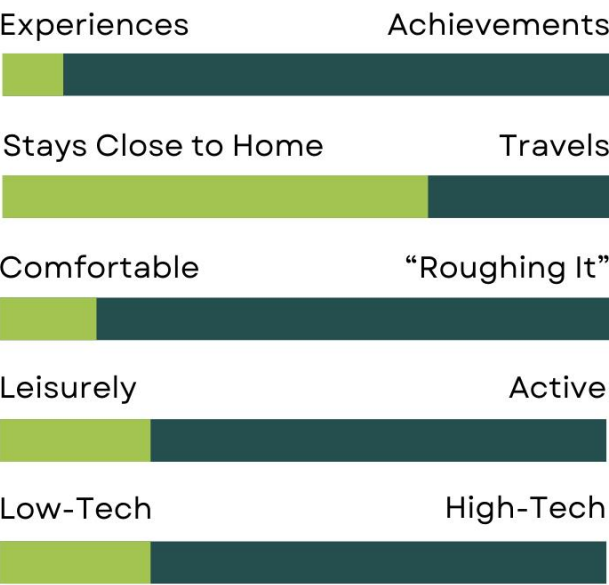
May own an RV

Not very active on social media

Can be older "Outdoor Natives"

Seeks comfort & relaxation

Lifestyle:



Sample Parks:

- CA - Caledon
- CP - Chippokes
- LA - Lake Anna
- NT - Natural Tunnel
- SK - Sky Meadows



Key Message

Explore, relax and reconnect at a Virginia State Park.

Immerse yourself in nature's beauty.

From scenic hiking trails to tranquil lakes to peaceful campsites.

Let the adventures begin.



Creative

PCMO will reuse high performing advertisements and design new print, banner, and radio ads to complement the 2025 campaign.

TV ads will remain the same as last Spring

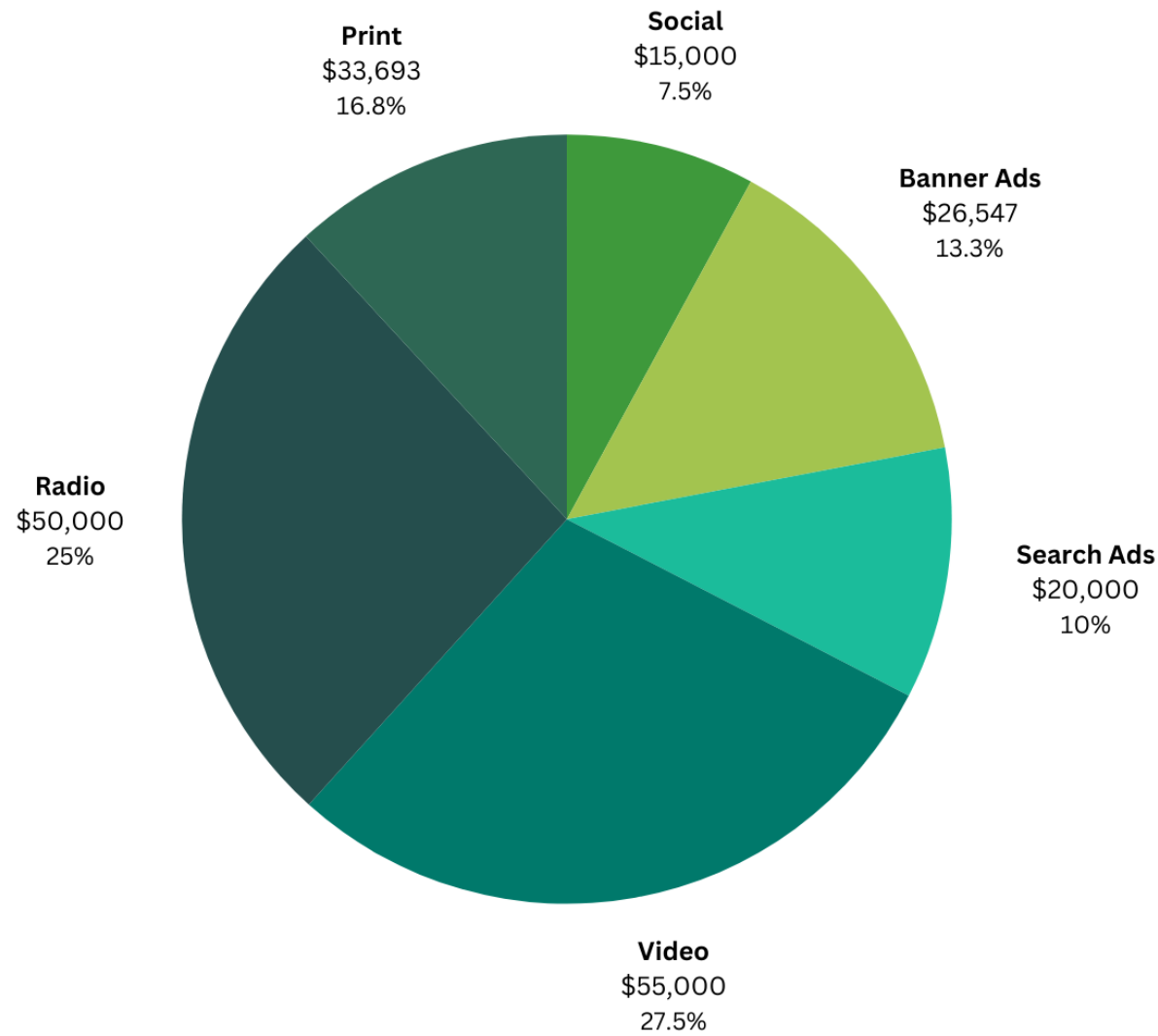
COX Media, Virginia Beach, will produce four (4) on-site videos of parks for their Living 757 and Destination VA segments. (Tentatively: FL, KP, CP and PO)

Our Sojern video ads will reuse last year's Virginia State Parks video.



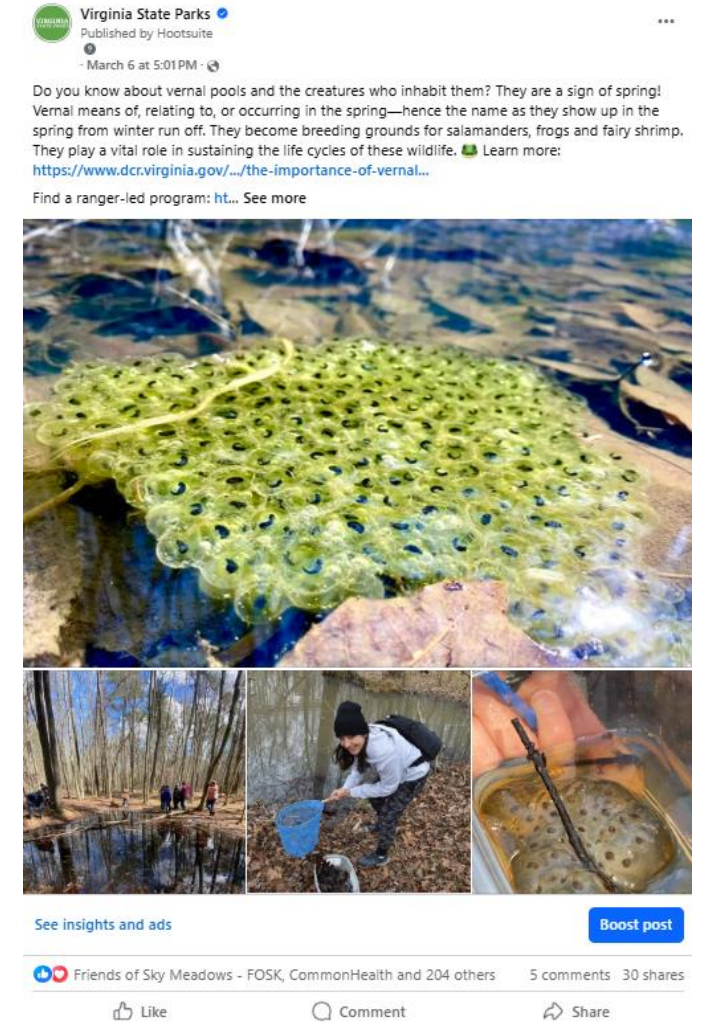
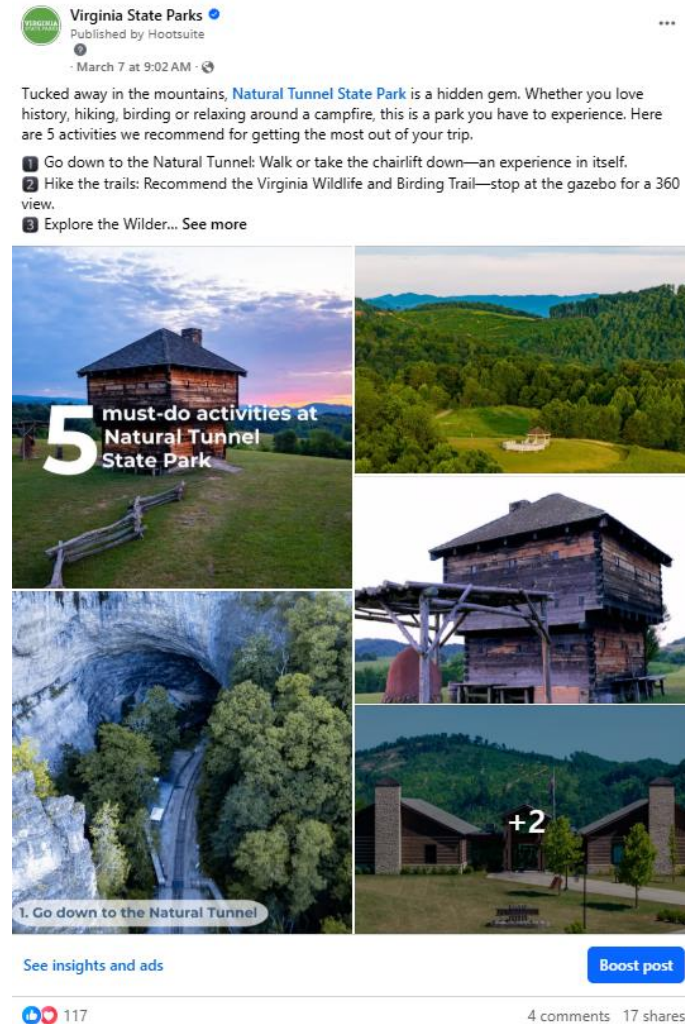
Campaign Budget by Media Type

Social Media	\$15,000 (7.5%)
Banner Ads	\$26,547 (13.3%)
Search Ads	\$20,000 (10%)
Video	\$55,000 (27.5%)
Radio	\$50,000 (25%)
Print	\$33,693 (16.8%)
Total	\$200,240



Social Media

- \$15,000 budgeted
- Boosted (paid) posts on Facebook and Instagram
- Organic content to be posted throughout the season



Banner Ads

Leisure Media 360

Contract: \$20,390

Impressions:

Vista Graphics

Contract: \$6,157

Email Banner Ads



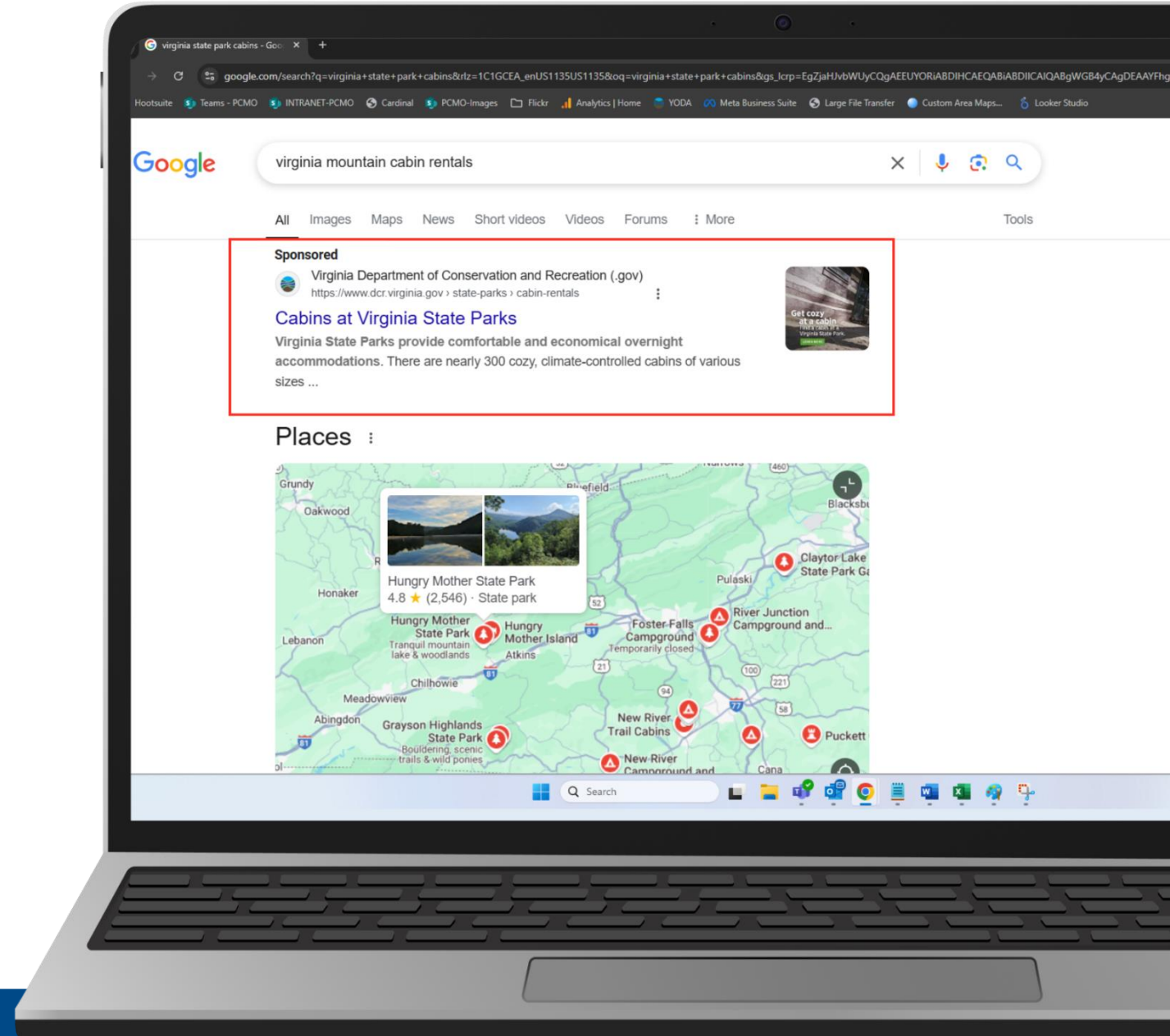
Search Ads

Lee Enterprises

Contract: \$20,000

Google Search Ads (Pay-Per-Click)

Sub-campaigns focused on
day-use and reservations



Video

Sojern

Contract: \$20,000

COX Media

Contract: \$35,000

Area: VA Beach,
Norfolk, Williamsburg

Destination VA, Living 757
w/ Quincy Carr



Radio

StateNets (iHeart Media)

Streaming Audio

Persona: Athleisurist

VAB (Virginia Association of Broadcasters)

Contract: \$40,000

(\$10,000/mo, paid in advance)



Print

BRO (Blue Ridge Outdoors)

Adventure Series

Contract: \$5,850

Virginia State Parks

Contract: \$15,000

Vista Graphics

Contract: \$20,390



Campaign Team

PCMO:

Dave Neudeck, Mary Bishop, Kim Wells, Starr Anderson,
Haley Rodgers, Betty Saxman, Cheyenne Wine

Glossary

Banner ads – A digital advertisement that appears on websites or in emails. Use a combination of text and visuals to grab attention.

Flight – The period of time in which advertisements are run.

Impressions – The number of times an ad is displayed or played for users. Used to determine the reach of a campaign.

Landing page – The first webpage a user sees after clicking an ad. Usually involves a call-to-action for the user.

Media mix – All the different channels that are used in a campaign to reach the target audience. Can be print, radio, social media, etc.

Organic traffic – Website traffic that comes from unpaid search engine results or other free sources.

Paid traffic – Website traffic that comes from clicking on a paid advertisement.

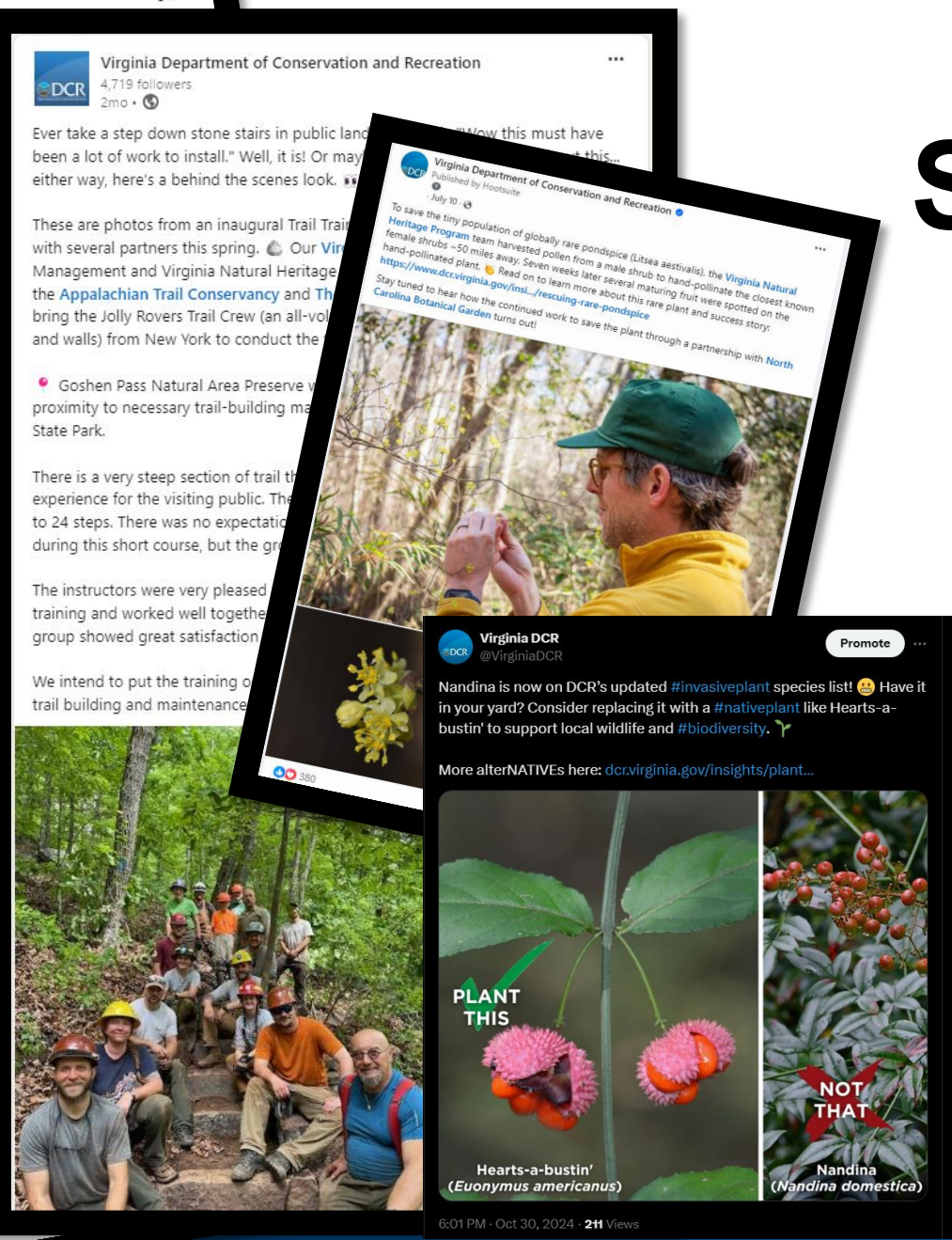
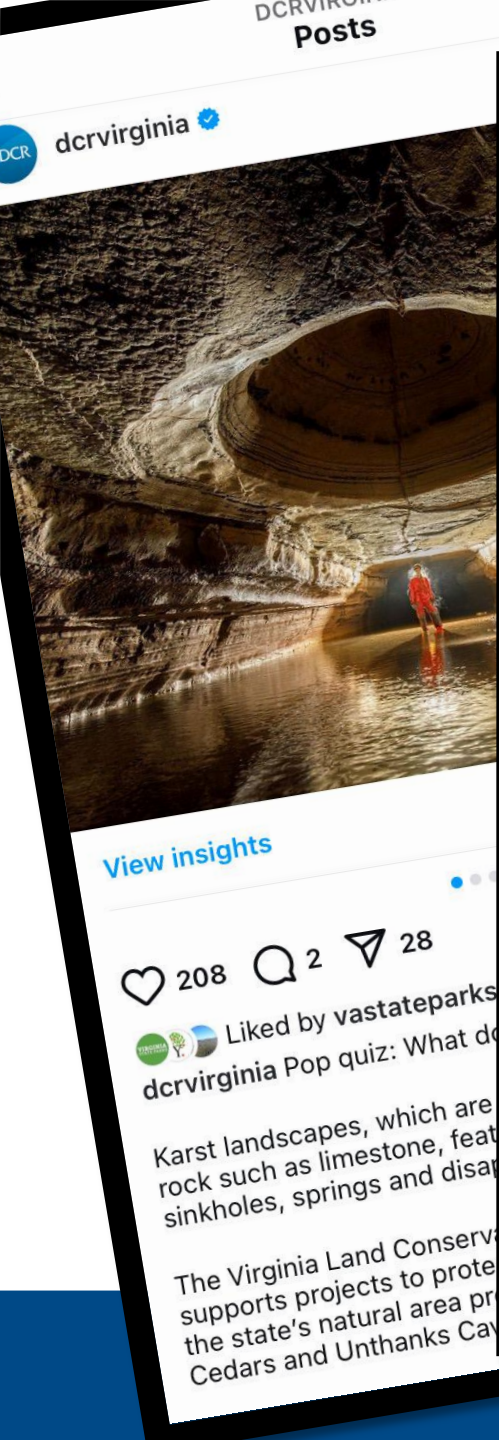
Persona – A simplified representation of a target audience based on research and statistics. Some marketers present it as a named, fictional person.

PPC – Pay-per-click. A digital advertising model where the advertiser pays a small fee every time the ad is clicked. (e.g. search engine advertising)

Streaming ads – Advertisements presented directly to an audience alongside video or audio content from streaming platforms. Examples include Netflix, Hulu, YouTube, and iHeart Radio.

Social Media Marketing





Social media Posts

- PCMO manages all DCR and Virginia State Parks social media channels – please follow us!
- PCMO meets regularly with State Parks teams for ideation and collaboration.
- Want to submit a post? Ask Kim or Starr for access to the State Parks social media submission form and instructions.



Social media

Policies

- DCR Policy 418 *Use of Electronic Communications and Social Media* applies to all staff, including part-time and temporary workers.

Key points:

- Users should use their best judgment when linking from their personal accounts to the Departments' accounts and/or posting photos or videos of themselves in uniform.
 - Users must consider whether personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing Department positions.
 - User's off-duty online activity that violates Department or Commonwealth policy can result in disciplinary action.
- The [Code of Virginia](#) prohibits downloading or using **TikTok**, **WeChat** and **DeepSeek AI** on any government-issued device or while connected to the Internet via any Commonwealth network.

QR Codes

QR Codes

There's an app for that

- PCMO can create QR codes for flyers and other needs.
- Ask Kim or Starr

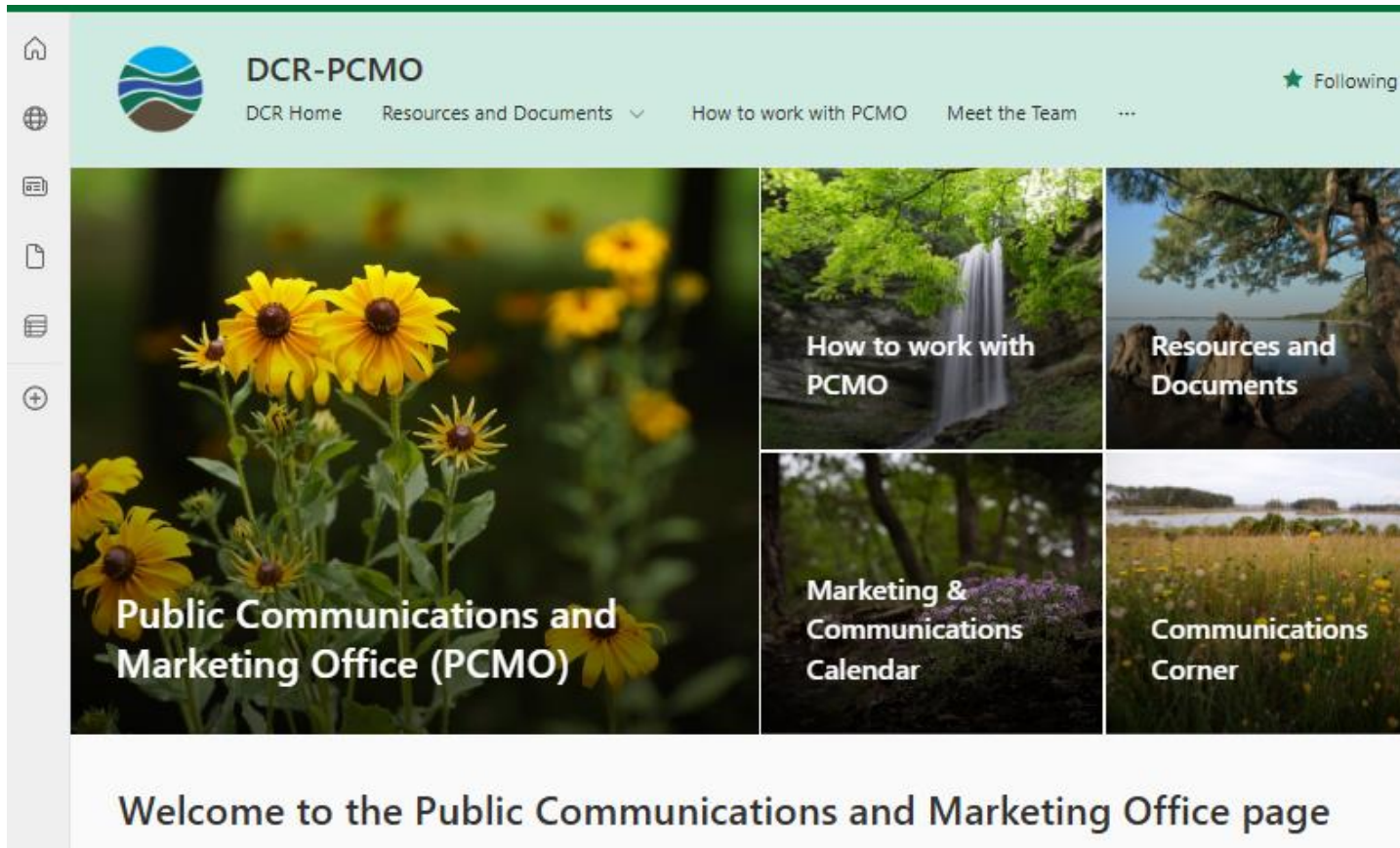


Videos

SharePoint

Resources for you

SharePoint site (intranet)



- Official DCR logo files
- DCR PowerPoint template
- Shared photo assets on Flickr
- And more!

<https://covgov.sharepoint.com/sites/DCR-PCMO/SitePages/Resources.aspx>

PCMO on SharePoint

- Quick links - <https://www.dcr.virginia.gov/other/pcmo-media-contact-form>
- How to work with PCMO
- Resources and documents
- Marketing & communications calendar
- Image library
- Meet the team
- <https://covgov.sharepoint.com/sites/DCR-PCMO>

Additional SharePoint Resources

- DCR Brand Guide – under development
- State Parks style guide - updated
- Equipment Checkout calendar
- Image library - sampler
- Email Signature
- PowerPoint template

FAQs

FAQs

- How does PCMO find articles for the Daily Clips and choose what to include?
- What determines sliders vs featured items on the DCR home page?
- How can I submit an idea for a DCR Insights article?
- Can you post an article about [TOPIC NAME] from another organization or from a news outlet on our part of the website or on DCR social media?
- Can my division/team/group get our own logo?

FAQs

- Can you help us broadcast a hybrid public meeting?
- Do you have swag or DCR promo materials that we can take to an event?
- How can I reserve [NAME OF ITEM] for an upcoming presentation, event, tradeshow, career fair, conference or meeting?
- When are you going to update the websites?
- May I record a video for DCR's YouTube or DCR's social media?
- How can I get a video to support my program area?

Contact information

ADD TO YOUR CONTACTS

Dave Neudeck, public communications and marketing director

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804-305-4220

Kim Wells, public relations & marketing specialist, districts 1, 2 & 4

Starr Anderson, public relations & marketing specialist, districts 3, 5 & 6

