

**RICHMOND DEPARTMENT OF EMERGENCY COMMUNICATIONS
NEWS RELEASE: #IamRichmond911 campaign wins award**

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High-resolution images available for download at
<https://www.flickr.com/photos/911rva/albums/72157706365160975>

Richmond 911 campaign named a Virginia Public Relations Awards winner

RICHMOND, Virginia – A campaign to recognize Richmond’s 911 workers has been named a Virginia Public Relations Awards winner.

The Richmond Department of Emergency Communications’ #IamRichmond911 campaign was named an Award of Merit winner in the government communications category of the 73rd Annual Virginia Public Relations Awards on May 19, 2020.

The department spotlighted one employee each month in 2019 and early 2020 who serves the community, both on and off the job. This #IamRichmond911 campaign sought to raise awareness of the sometimes-overlooked but crucial role that emergency communications serves in helping to save lives and protect property and the environment in Richmond, as well as the contributions of its employees to the community.

The 12 staff members were featured in original photos, posters, feature stories and social media posts, February 2019 through March 2020. The campaign helped to “put a face” on more than 100 employees of the department, who answer and dispatch all 911 calls around-the-clock and provide public safety infrastructure for the city. The campaign increased the recognition of employees and the public’s awareness and understanding of what they do in an effort to reduce issues leading to a staff shortage.

Karen L. Gill, communications and marketing analyst for the Richmond Department of Emergency Communications, developed and implemented the #IamRichmond911 campaign with the support and cooperation of the DEC Director Stephen Willoughby, other DEC executive team members, supervisors and selected employees.

“Emergency communications officers are the faceless voice during an emergency,” Willoughby said. “This campaign not only put a face on the responders behind the scenes but also showed how our talented employees continue to contribute to our community outside of the 911 center. Fortunately, we also have a talented public relations professional in Karen to help us tell these important stories.”

The 73rd Annual Virginia Public Relations awards, government communications category was sponsored by the Virginia Government Communicators and presented by the Richmond Chapter of the Public Relations Society of America and Padilla.

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The city of Richmond's Department of Emergency Communications answers and dispatches all 9-1-1 and non-emergency calls as well as provides and supports public safety infrastructures. For emergencies, call 911 if you can, text if you can't. For non-emergency information, call 804-646-5100. We are always interested in meeting qualified job candidates. Apply at <https://agency.governmentjobs.com/richmond/default.cfm>. News media resources at <http://www.richmondgov.com/EmergencyCommunications/OnlineNewsroom.aspx>. Follow Richmond Department of Emergency Communications @911RVA on Facebook, Twitter, Instagram, Nextdoor and Flickr.