

## Public Relation Plan for the Lavaca County Central Appraisal District

The mission statement of the Lavaca CAD office is to provide excellent customer service and equity in all property valuation.

The Lavaca CAD public relations plan was developed using the International Association of Assessing Officers (IAAO) Standard on Public Relations. This standard outlines the requirements for developing and maintaining an effective plan. The IAAO is the internationally recognized leader and preeminent source for innovation, education, and research in property appraisal, assessment administration and property tax policy. The IAAO website is [www.iaao.org](http://www.iaao.org).

The CAD Chief Appraiser is spokesperson for responding to the media both verbally and written. In the absence of the Chief Appraiser the Lavaca CAD Board of Directors Chairman may provide information. The Chief Appraiser can be contacted at the following:

- CAD office at 908 N Glendale Street in Hallettsville, TX
- Telephone at 361-798-4396
- E-mail address [lavacacad@lccad.net](mailto:lavacacad@lccad.net)
- Mailing address is PO Box 386 Hallettsville, TX 77964-0386

In the event of a crisis the Chief Appraiser shall respond by the following steps:

- Identify the crisis
- Develop a plan to response
- Contact all resources i.e. Board of Directors, attorney, staff to develop a final response
- Respond as quickly as possible with accurate information and provide staff with all necessary documentation
- Respond to any media questions

Customer service training will be provided to staff on a regular basis either by in house training or offsite training seminars to remind them the importance of a good customer service skills.

The Lavaca CAD will strive to develop and maintain a good relationship with all local newspapers and radio station in order to provide property owners with important information regarding all matters of their property. The following is a list of all local media:

- Tribune Herald – 361-798-2481 – email – [tribuneherald@sbcglobal.net](mailto:tribuneherald@sbcglobal.net)
- Moulton Eagle – 361-596-4871 – email – [moultoneagle@sbcglobal.net](mailto:moultoneagle@sbcglobal.net)
- Shiner Gazette – 361-594-3346 – e-mail – [shinergazette@sbcglobal.net](mailto:shinergazette@sbcglobal.net)
- Yoakum Herald – 361-293-5266 – e-mail – [heraldtimes@sbcglobal.net](mailto:heraldtimes@sbcglobal.net)
- Texas Thunder Radio Station – 361-798-4333 – e-mail – [texasthunderradio@yahoo.com](mailto:texasthunderradio@yahoo.com)