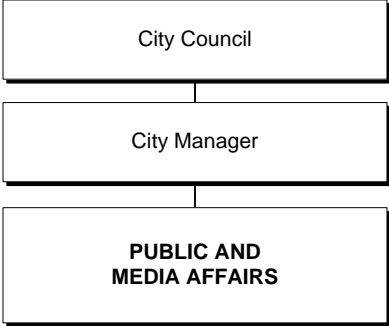


PUBLIC AND MEDIA AFFAIRS





Public and Media Affairs



Mission Statement

The goal of the Public and Media Affairs Office is to maintain an open, transparent channel of communication between the City, the citizens, and the media. The Office mandate is to provide truthful and accurate information regarding the City, its policies and procedures, and the work of its employees. The commitment of the Public and Media Affairs Office is to achieve that mandate in a timely manner.

Department Description

The Public and Media Affairs Office coordinates public information and outreach activities between City departments and programs. It also oversees publications and news releases throughout the City. In the event of an emergency, the Office is prepared to coordinate public information from the Emergency Operations Center.

A committee of City employees oversees and coordinates internal and external communications. The Office receives information, publications, and press releases from departments throughout the City. That information is disseminated via the City's website and through scheduled usage of elevator poster displays. There is also a coordinated effort with the Office of the CIO to improve overall web content.

Service Efforts and Accomplishments

The Public and Media Affairs Office has coordinated a communication strategy with Public Information Officers and elected officials to promote "One City, One Message." The Office has worked to improve media relations by responding to media questions quickly, honestly, and effectively. The Public and Media Affairs Director has also worked directly with City employees to improve communication skills. With the cooperation of the Office of Homeland Security, a new plan to communicate with the public in the event of an emergency via several formats including television, radio, and the Internet has been started.

Future Outlook

The Public and Media Affairs Office is developing a communication strategy, both internally and externally to promote "One City, One Message". The goal is for various City departments to work together on projects more effectively by improving communication between the different groups. The Office is also working with the Human Resources Department and the City's Organization Effectiveness Program to launch a regular "Employee Update"

Public and Media Affairs

Future Outlook

that will improve internal communication so that employees are better informed of the City's programs and policies. The Public and Media Affairs Office is going through a reorganization period. CityTV 24, the City of San Diego's television channel that has been recognized as one of the top local government cable television channels in the nation, is now overseen by the Public and Media Affairs Director. One goal of the reorganized office is to improve communication by using the airwaves of CityTV 24. The channel will be used to inform the public about on-going projects and programs around the City and highlight goals and accomplishments from various departments throughout the City. Employees who exemplify the City's Vision and Values philosophy and those City workers who, simply through their daily hard work, establish themselves as wonderful ambassadors for the City of San Diego will be profiled. CityTV 24 is committed to growing its programming. Besides airing Mayor and City Council meetings, the channel will provide the opportunity for the public to see meetings of the Retirement Board and several other City committees.

Budget Dollars at Work

- 149 Total public meetings telecast on CityTV 24
- 35 Video bulletin board slides on CityTV 24
- 82 Video productions on CityTV 24

Public and Media Affairs				
	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL	FY 2005-2006 CHANGE
Positions	3.52	1.02	1.00	(0.02)
Personnel Expense	\$ 264,709	\$ 137,008	\$ 156,971	\$ 19,963
Non-Personnel Expense	\$ 88,653	\$ 54,340	\$ 58,294	\$ 3,954
TOTAL	\$ 353,362	\$ 191,348	\$ 215,265	\$ 23,917

Department Staffing

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
GENERAL FUND			
Public and Media Affairs			
Communications Program	1.00	1.00	1.00
Public Information	2.52	0.02	0.00
Total	3.52	1.02	1.00

Department Expenditures

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
GENERAL FUND			
Public and Media Affairs			
Communications Program	\$ 141,327	\$ 159,897	\$ 175,471
Public Information	\$ 212,035	\$ 31,451	\$ 39,794
Total	\$ 353,362	\$ 191,348	\$ 215,265

Public and Media Affairs

Significant Budget Adjustments

GENERAL FUND

Public and Media Affairs	Positions	Cost
Salary and Benefit Adjustments	(0.02)	\$ 19,963
Adjustments to reflect the annualization of the Fiscal Year 2005 negotiated salary compensation schedule, changes to average salaries, retirement contributions, and retiree health contributions. Position adjustments, if applicable, reflect the City Manager's restructuring of Executive Team assignments.		
Non-Discretionary	0.00	\$ 14,396
Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.		
Support for Information Technology	0.00	\$ (10,442)
Funding is allocated according to a zero based annual review of information technology funding requirements and priority analyses.		

Expenditures by Category

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
PERSONNEL			
Salaries & Wages	\$ 196,145	\$ 99,549	\$ 109,524
Fringe Benefits	\$ 68,564	\$ 37,459	\$ 47,447
SUBTOTAL PERSONNEL	\$ 264,709	\$ 137,008	\$ 156,971
NON-PERSONNEL			
Supplies & Services	\$ 22,619	\$ 14,028	\$ 22,334
Information Technology	\$ 25,971	\$ 19,999	\$ 10,179
Energy/Utilities	\$ 39,463	\$ 19,713	\$ 25,181
Equipment Outlay	\$ 600	\$ 600	\$ 600
SUBTOTAL NON-PERSONNEL	\$ 88,653	\$ 54,340	\$ 58,294
TOTAL	\$ 353,362	\$ 191,348	\$ 215,265

Public and Media Affairs

Salary Schedule

GENERAL FUND

Public and Media Affairs

<i>Class</i>	<i>Position Title</i>	<i>FY 2005 Positions</i>	<i>FY 2006 Positions</i>		<i>Salary</i>	<i>Total</i>
1876	Executive Secretary	0.01	0.00	\$	-	-
2111	Asst City Manager	0.01	0.00	\$	-	-
2270	Program Manager	1.00	1.00	\$	107,928	107,928
	Ex Perf Pay-Unclassified	0.00	0.00	\$	-	1,596
	Total	1.02	1.00		\$	109,524
PUBLIC AND MEDIA AFFAIRS TOTAL		1.02	1.00		\$	109,524