

# OFFICE OF PUBLIC INFORMATION

## Mission Statement

To establish and promote a respectful, positive, energetic relationship between the City administration and the citizens of Sarasota by developing and implementing clear and proactive communications tools and programs.

## Description of Operations

The Public Information Officer writes, edits and produces City publications and other written communications and develops public relations strategies for City services, programs, issues and events. The department also manages relations with the news media through news releases, briefings, interviews, correspondence and reports. In addition, the office establishes internal and external information and public relations standards, policies and procedures and edits brochures, publications, correspondence and other materials for accuracy, clarity and compliance with City standards and policies. For 2003-04 the one full time Public Information Officer position has been "frozen".

## Goal - Responsible City Government

To foster open, respectful, positive relationships between the City and its citizens by increasing citizens' awareness of City government philosophies, activities, and accomplishments.

### Objectives

To plan, write and produce the City Annual Report.

To create and populate a page on the City Web site to display and archive press releases and other news announcements.

To respond to citizen and media inquiries for information.

To advise and consult with City management on public information strategies and tools, media relations, and City publications.

## Goal - Healthy Neighborhoods and Businesses

To encourage a stronger sense of community and citizen participation and involvement in City government by providing timely information about City government activities and events.

### Objectives

To create a destination on the City Web site to display and archive annual reports.

To respond to citizen and media inquiries for information.

To design content for City publications (either print or Web) that is designed to encourage citizen participation in City government.

## Goal - Responsible City Government

To contribute to enhanced productivity within City government by encouraging teambuilding and adding to job knowledge by producing a content-driven City employees' newsletter and other print or Web-based internal communications.

### Objectives

To work with the Human Resources Department to plan, write, and produce the monthly employees' newsletter.

To create print, Web, or other communication tools as needed to facilitate clear internal communications among departments and employees.

## Performance Measures

Description	Unit	FY2001	FY 2002	FY 2003	FY 2004
<b>Output Measure</b>					
Press releases authored	Number	n/a	25	35	40
Citizen/media inquiries managed	Number	n/a	100	120	120
Annual report authored	Number	n/a	1	1	1

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### Effectiveness Measure

Citizen survey	Percent	n/a	n/a	80	80
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### Efficiency Measure

Cost per inquiry	Dollars	n/a	n/a	\$58.18	\$60.84
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### Cost Center Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	30,185	72,727	1,994	0	1,994
Non Personal Expenditures	1,140	65,410	71,610	0	71,610
Capital Expenditures	0	1,500	1,500	0	1,500
Totals	\$31,325	\$139,637	\$75,104	\$0	\$75,104

### Personnel Summary

Actual Positions		1.00	1.00	0.00	1.00
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