

Program #10007 - Communications Office

Program Contact: Julie Sullivan-Springhetti

6/27/2018

Department: Nondepartmental

Program Offer Type: Existing Operating Program Program Offer Stage: As Adopted

Related Programs:

Program Characteristics:

Executive Summary

The Communications Office connects people in Multnomah County to their government. The Office creates access by providing accurate, timely and responsive information on county services, employees and initiatives. Staff chronicle, curate and disseminate the work of the Board of County Commissioners and county departments. The Communications Office enables citizens to express their needs and ideas by conducting public engagement, providing access to public records and working effectively with media.

Program Summary

The Communications Office functions like a bicycle wheel that rolls through the community connecting the County to as many people as possible at as many points as possible. Through writing, photography, video, audio recordings and graphic design, staff create accessible materials to engage and inform the public in a variety of ways. The Office functions as the county's newsroom covering county developments, board meetings, public events and profiling employees and clients. The Office creates content and/or maintains 18 websites and amplifies that information on the County's main social media accounts Facebook, Twitter, Instagram. The Office conducts all media relations and provides photos and stories for reprint for outlets ranging from culturally specific outlets to national news. Staff develop emergency health and safety communications for the public and employees 24/7. They develop position statements, op-eds, news releases, board presentations and legislative testimony. Using strategic communications, the Communications staff proactively anticipate issues and advise elected and department leaders and staff on critical concerns. They and provide crisis communications. The Office develops public education campaigns and convenes public meetings. The Office advocates for, and works to, increase access for people with who speak a language other than English and people with disabilities. The Office receives and completes public records requests.

The Office also connects all county employees to one another through the weekly Wednesday Wire newsletter. Staff develops a cohesive voice, style and brand for the organization and maintains those through constant interaction across departments and divisions.

Key objectives for 2019:

- Focus on county services by increasing content and public awareness.
- Focus on success and the impact of county services in serving the County's diverse populations.
- Increase the connections between the county and the public both online and through community engagement.
- Strengthen the integrity of government and governing by creating accurate, timely news of record.
- Increase professionalism and trust through style and production standards and media for staff and leadership.
- Work with departments to share best practices and leverage communications on countywide initiatives.

Performance Measures									
Measure Type	Primary Measure	FY17 Actual	FY18 Purchased	FY18 Estimate	FY19 Offer				
Output	Number of news stories generated by the office in all media TV, print, radio, County website and blogs	1,120	1,100	1,200	1,250				
Outcome	Number of multi-media videos/projects produced by the office	50	50	45	50				
Output	Number of Twitter users for the county	21,806	22,000	27,500	28,000				
Output	Number of FaceBook followers for the county	2,846	2,500	3,700	3,800				

Performance Measures Descriptions

The performance measure 1 captures traditional media, while 3 and 4 capture social media reach. The multi-media projects capture the number of videos produced and figures have been adjusted based on the capacity of one full-time staff member dedicated to video.

Legal / Contractual Obligation

Meet the spirit and intent of Oregon's public records law ORS 192.410 to 192.505, which governs public bodies and custodians of public records.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2018	2018	2019	2019
Personnel	\$1,339,594	\$0	\$1,438,507	\$0
Contractual Services	\$25,500	\$0	\$10,870	\$0
Materials & Supplies	\$21,500	\$0	\$29,782	\$0
Internal Services	\$150,925	\$0	\$158,271	\$0
Total GF/non-GF	\$1,537,519	\$0	\$1,637,430	\$0
Program Total:	\$1,537,519		\$1,637,430	
Program FTE	11.00	0.00	11.00	0.00

Program Revenues					
Total Revenue	\$0	\$0	\$0	\$0	

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2018: 10007 Communications Office