

# Public Information

## MISSION STATEMENT

The mission of the Office of Public Information is to provide timely, accurate, and effective communication with the public, the County Executive, departments and agencies, media, County employees, the County Council and other elected officials, businesses, civic groups, and every other segment of the Montgomery County community through the mass media, Internet, presentations, publications and graphics, and cable television programming.

## BUDGET OVERVIEW

The total approved FY08 Operating Budget for the Office of Public Information is \$1,360,020, an increase of \$117,260 or 9.4 percent from the FY07 Approved Budget of \$1,242,760. Personnel Costs comprise 82.1 percent of the budget for ten full-time positions and one part-time position for nine workyears. Operating Expenses account for the remaining 17.9 percent of the FY08 budget.

Not included in the above is a total of \$611,070 and 1.8 workyears that are charged to Cable Television. The funding and workyears for this item are included in the receiving department's budget.

In FY05, the Cable Program was shifted to the Cable Television Fund. The positions associated with the Cable Television Fund are in the Office of Public Information's personnel complement.

## HIGHLIGHTS

- ❖ *Provide funding to increase awareness concerning safe pedestrian behavior for people with limited English proficiency who are disproportionately involved in pedestrian traffic incidents.*

## PROGRAM CONTACTS

Contact Donna Bigler of the Office of Public Information at 240.777.6537 or Christopher M. Mullin of the Office of Management and Budget at 240.777.2772 for more information regarding this department's operating budget.

## PROGRAM DESCRIPTIONS

### Web Content and Graphic Management

The four major functions of this program are as follows:

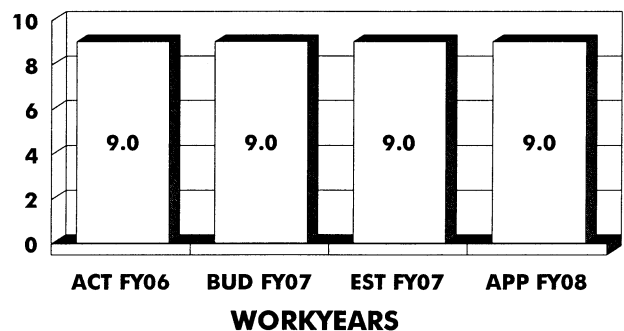
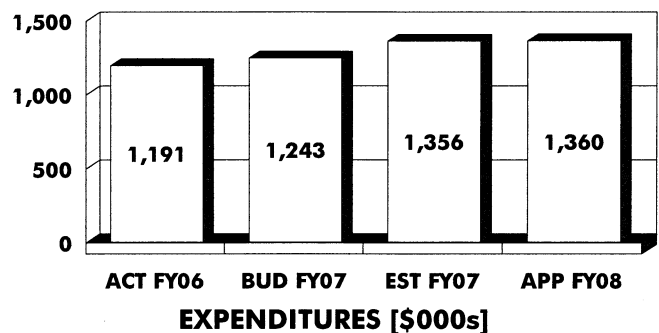
Provides creative and technical support to Public Relations and Cable Programming in developing materials for press events and publications, e.g., the County Executive's Annual Report.

Develops and oversees the County's graphic identity program to ensure consistency in the County's printed communication with the public. The program develops printing guidelines for

## Program Summary

	Expenditures	WYs
Web Content and Graphic Management	216,870	3.0
Public Relations	1,143,150	6.0
<b>Totals</b>	<b>1,360,020</b>	<b>9.0</b>

## Trends



departments in accordance with Administrative Procedure 1-7, Use of the Montgomery County Coat of Arms, Logotype and Emblem, and Public Communication Guide.

Manages the growth and activity on the County's website, which involves the development of policies and procedures for adding information to the website, as well as providing a leadership role on the internet management committee.

Produces artwork and design services for publications, fliers, decals, exhibits, charts, maps, and other promotional and educational products. Graphic artists provide advice to departments on cost-effective and attractive ways to meet project requirements and objectives.

**FY08 Changes**

	<b>Expenditures</b>	<b>WYs</b>
<b>FY07 Approved</b>	<b>228,630</b>	<b>3.0</b>
<b>FY08 Approved</b>	<b>216,870</b>	<b>3.0</b>

**Public Relations**

Activities supporting the Public Relations program include:

Media Relations - Produces press releases, public service announcements, County Executive statements, and media advisories. In addition, staff responds to press inquiries, pitches story ideas to news organizations, coordinates interview requests, writes magazine articles, and writes op-ed pieces for newspapers. Media advice is provided to department heads and staff and story ideas are provided to reporters.

Publications - Produces the County Executive's Annual Report; the Overtimes newsletter for County employees; and a range of brochures, pamphlets, newsletters, and booklets for departments and agencies.

Recognition - Coordinates ceremonies and special events.

Photography - Provides photographic coverage of newsworthy County events for use in publications and on the County website.

Montgomery County Website - Oversees general news and information sections of the County's site and participates as a member of the internet management committee, reviewing the content of new features.

**FY08 Changes**

- Provide funding to increase awareness concerning safe pedestrian behavior for people with limited English proficiency who are disproportionately involved in pedestrian traffic incidents.*

	<b>Expenditures</b>	<b>WYs</b>
<b>FY07 Approved</b>	<b>1,014,130</b>	<b>6.0</b>
<b>FY08 Approved</b>	<b>1,143,150</b>	<b>6.0</b>

# BUDGET SUMMARY

	Actual FY06	Budget FY07	Estimated FY07	Approved FY08	% Chg Bud/App
<b>COUNTY GENERAL FUND</b>					
<b>EXPENDITURES</b>					
Salaries and Wages	711,335	741,210	822,270	812,910	9.7%
Employee Benefits	251,149	293,070	325,320	303,680	3.6%
<b>County General Fund Personnel Costs</b>	<b>962,484</b>	<b>1,034,280</b>	<b>1,147,590</b>	<b>1,116,590</b>	<b>8.0%</b>
Operating Expenses	228,439	208,480	208,480	243,430	16.8%
Capital Outlay	0	0	0	0	—
<b>County General Fund Expenditures</b>	<b>1,190,923</b>	<b>1,242,760</b>	<b>1,356,070</b>	<b>1,360,020</b>	<b>9.4%</b>
<b>PERSONNEL</b>					
Full-Time	10	10	10	10	—
Part-Time	1	1	1	1	—
Workyears	9.0	9.0	9.0	9.0	—

## FY08 APPROVED CHANGES

	Expenditures	WYs
<b>COUNTY GENERAL FUND</b>		
<b>FY07 ORIGINAL APPROPRIATION</b>	<b>1,242,760</b>	<b>9.0</b>
<b>Other Adjustments (with no service impacts)</b>		
Increase Cost: General Wage and Service Increment Adjustments	53,650	0.0
Increase Cost: Pedestrian Safety Outreach [Public Relations]	50,000	0.0
Increase Cost: Compensation and benefit adjustments to FY07 approved budget	25,170	0.0
Increase Cost: Retirement Rate Adjustment	7,240	0.0
Increase Cost: Operating expenses for van purchase	4,450	0.0
Increase Cost: Printing and Mail Adjustments	590	0.0
Decrease Cost: Office supplies	-2,400	0.0
Decrease Cost: Eliminate Education and training	-2,490	0.0
Decrease Cost: Group Insurance Rate Adjustment	-3,750	0.0
Decrease Cost: Adjustment for van purchase operating expense	-15,200	0.0
<b>FY08 APPROVED:</b>	<b>1,360,020</b>	<b>9.0</b>