

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 FY09 Operating Budget for the Office of Public Information is \$1,308,720, a decrease of \$51,300 or 3.8 percent from the FY08 Approved Budget of \$1,360,020. Personnel Costs comprise 86.4 percent of the budget for 12 full-time positions for 8.8 workyears. Operating Expenses account for the remaining 13.6 percent of the FY09 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.

LINKAGE TO COUNTY RESULT AREAS

While this program area supports all eight of the County Result Areas, the following are emphasized:

❖ *A Responsive, Accountable County Government*

PERFORMANCE MEASURES

This table presents the department's performance data estimates and projections from FY08 through FY10 if there are no changes in funding.

Measure	Actual FY06	Actual FY07	Estimated FY08	Approved FY09	Projected FY10
Percentage of MPIA requests completed within 30 days ¹	75	92	89	95	95
Number of press requests under the Maryland Public Information Act (MPIA)	24	26	19	20	20
Number of press conferences	119	161	155	160	160

¹Although a response goes out within 30 days for each request, extensive requests often take months to complete

ACCOMPLISHMENTS AND INITIATIVES

- ❖ *Work closely with departments and agencies on communication strategies to ensure the County Executive's priorities are being promoted clearly and accurately. This is an adjustment from past efforts, which focused more exclusively on the County Executive's role.*
- ❖ *Promote the County Executive's priorities by organizing press events and town hall meetings; producing press releases and publications; and responding to press inquiries to ensure that key messages are communicated clearly and accurately.*

PROGRAM CONTACTS

Contact Donna Bigler of the Office of Public Information at 240-777-6537 or Phil Weeda of the Office of Management and Budget at 240-777-2780 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.

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 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.

FY09 Changes

	Expenditures	WYs
FY08 Approved	216,870	3.0
Miscellaneous adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	98,560	-0.2
FY09 Approved	315,430	2.8

Public Relations

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.

FY09 Changes

	Expenditures	WYs
FY08 Approved	1,143,150	6.0
Increase Cost: General Wage and Service Increment Adjustments	63,600	0.0
Increase Cost: Group Insurance Adjustment	10,860	0.0
Increase Cost: Motor Pool Rate Adjustment	2,390	0.0
Increase Cost: Retirement Adjustment	1,620	0.0
Increase Cost: Printing and Mail Adjustments	330	0.0
Miscellaneous adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	-228,660	0.0
FY09 Approved	993,290	6.0

BUDGET SUMMARY

	Actual FY07	Budget FY08	Estimated FY08	Approved FY09	% Chg Bud/App
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	837,771	812,910	796,740	828,010	1.9%
Employee Benefits	275,062	303,680	289,130	302,640	-0.3%
County General Fund Personnel Costs	1,112,833	1,116,590	1,085,870	1,130,650	1.3%
Operating Expenses	322,208	243,430	312,980	178,070	-26.8%
Capital Outlay	0	0	0	0	—
County General Fund Expenditures	1,435,041	1,360,020	1,398,850	1,308,720	-3.8%
PERSONNEL					
Full-Time	10	10	10	12	20.0%
Part-Time	1	1	1	0	—
Workyears	9.0	9.0	9.0	8.8	-2.2%

FY09 APPROVED CHANGES

	Expenditures	WYs
COUNTY GENERAL FUND		
FY08 ORIGINAL APPROPRIATION	1,360,020	9.0
Changes (with service impacts)		
Eliminate: Clip art	-3,050	0.0
Eliminate: Professional Services (Web maintenance and design)	-3,290	0.0
Eliminate: VHS videotapes	-3,570	0.0
Eliminate: Other professional services, used for professional photography services	-4,000	0.0
Reduce: Graphic arts supplies	-4,070	0.0
Eliminate: Newspaper Clipping Service	-20,000	0.0
Reduce: Translation services for press releases	-30,250	0.0
Other Adjustments (with no service impacts)		
Increase Cost: General Wage and Service Increment Adjustments [Public Relations]	63,600	0.0
Increase Cost: Group Insurance Adjustment [Public Relations]	10,860	0.0
Increase Cost: Motor Pool Rate Adjustment [Public Relations]	2,390	0.0
Increase Cost: Retirement Adjustment [Public Relations]	1,620	0.0
Increase Cost: Printing and Mail Adjustments [Public Relations]	330	0.0
Increase Cost: Annualization of FY08 Operating Expenses	150	0.0
Shift: Shift 20 Percent of Graphic Designer's Time to the Cable Fund	-18,830	-0.2
Decrease Cost: Director's Salary and Fringe Benefits	-43,190	0.0
FY09 APPROVED:	1,308,720	8.8

PROGRAM SUMMARY

	FY08 Approved		FY09 Approved	
	Expenditures	WYs	Expenditures	WYs
Web Content and Graphic Management	216,870	3.0	315,430	2.8
Public Relations	1,143,150	6.0	993,290	6.0
Totals	1,360,020	9.0	1,308,720	8.8

CHARGES TO OTHER DEPARTMENTS

Recipient Department	Recipient Fund	FY08		FY09	
		Total\$	WYs	Total\$	WYs
GENERAL FUND					
Cable Communications Plan	Cable Television	611,070	1.8	689,240	3.2