

PUBLIC COMMUNICATIONS

Mission

To strengthen and empower our community through active dialogue and communication with Clearwater's residents, businesses and visitors.

Department Description

The Public Communications department is responsible for citywide media, neighborhood and community relations, marketing communications and video/television production. The department also leads any special community engagement projects and manages the City's print production and mail services.

DEPARTMENT SUMMARY					
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
General Fund					
Public Communications	888,607	895,376	950,320	885,430	-7%
Administrative Svcs Fund					
Graphic Communications	392,617	5,617	-	-	n/a
Courier	152,938	156,533	172,690	157,990	-9%
Subtotal	545,555	162,150	172,690	157,990	-9%
Total Public Communications	1,434,162	1,057,526	1,123,010	1,043,420	-7%

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Public Communications	11.5	10.0	10.0	9.0
Graphic Communications	4.2	0.0	0.0	0.0
Courier	0.8	1.0	0.8	0.8
Total Public Communications	16.5	11.0	10.8	9.8

General Fund Public Communications Program Highlights

- ❖ The General Fund operation of the Public Communications Department is supported by nine full time equivalent positions a reduction of one FTE from the 2010/11 budget. For the 2011/12 budget, one (1) Public Communications Specialist position has been eliminated.
- ❖ Operating expenses are reduced by 7% from the 2010/11 budget, primarily the result of savings in printing costs and operating supplies.
- ❖ There have been no other significant changes in the Public Communications program. The budget for this program reflects a reduction of 7% from the 2010/11 budget.

Internal Services Fund Courier Program Highlights

- ❖ The Courier program is supported by 0.8 full time equivalent positions, the same level of staffing as the 2010/11 budget.
- ❖ Postage costs are budgeted at \$125,000 in this program, an 11% reduction from the 2010/11 budget.
- ❖ There have been no other significant changes in the Courier program. The budget for this program is approximately 9% less than the 2010/11 budget.

Program Description

Public Communications (PC) currently includes the following distinct areas of responsibility:

Marketing & Community Relations

The Marketing & Community Relations Division coordinates all comprehensive marketing activities, which includes writing and distribution of media releases, production of printed and electronic collateral materials, internal/employee communication, photography, event/ceremonial planning assistance, media relations counseling and training, strategic marketing consulting and the development of community outreach and education programs like the annual Citizen's Academy. The division also handles the proactive and reactive public information responsibilities for Police, Fire and Emergency Management.

The division continues to produce a monthly utility bill newsletter, which is distributed to 47,000 customers each month; a bi-monthly employee newsletter, distributed to 2,800 current and former employees; a citywide activity and quality of life magazine and a semi-annual citizen guide to services, distributed electronically to current and new residents. In addition, the division provides cooperative marketing support for numerous city/community partnerships and events based on Council direction.

The division takes a leadership role in developing citizen engagement programs for the Council, including Town Hall meetings, community surveying and targeted programs like the Citizen's Academy and neighborhoods programs. Key achievements in FY 2010 included efficiently communicating the City's accomplishments and events. Communication efforts have focused on supporting the opening of the Clearwater Harbor Marina, the new downtown Website, tourism promotions, introduction of new social media tools, and communicating key management changes. We also continued to place an increased emphasis on employee communications.

In fiscal year 2012, the program will re-assign work with a consolidated workforce and will look for ways to more efficiently and effectively communicate. We will also continue to explore new technologies as a way to reach new audiences.

C-VIEW TV

C-VIEW TV is the City of Clearwater's government access television channel, which provides citizens with a variety of live and pre-produced programming designed to enhance citizens' knowledge and understanding of our municipal government. C-VIEW produces live cablecasts and live streaming of City Council meetings, work session and meetings of several decision-making boards (Downtown Development, Community Development, and Municipal Code Enforcement). In addition, C-VIEW produces a number of special meetings, budget workshops, candidate forums, and public service announcements (PSAs) to promote upcoming city/community events.

In fiscal year 2011, C-VIEW staff produced more than 40 regular programs and more than 20 PSAs. During non-programmed times, C-VIEW cablecasts a Video Bulletin Board (VBB) that gives residents up-to-date information on employment, recreation opportunities, upcoming community events, legal notices, emergency preparedness information and important city initiatives. More than 100 separate VBB pages are produced each year. The development of our streaming services has allowed us to lesson costly DVD duplication and provide the citizens' of Clearwater with free access to our digital archives. Last year we had nearly 10,000 downloads from our digital archive site.

In fiscal year 2012 C-VIEW TV will continue to place a major focus on streaming, archiving, and web-based videos that enhance the public interaction with municipal government information, policies and procedures. Another area of focus will be continued support in video surveillance and emergency communications systems.

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PROGRAM SUMMARY

	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
Personnel	664,581	694,576	706,270	653,640	-7%
Operating	98,476	102,899	151,450	141,090	-7%
Internal Services	125,550	97,901	92,600	90,700	-2%
Total Public Communications	888,607	895,376	950,320	885,430	-7%

PROGRAM FULL TIME EQUIVALENT POSITIONS

	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Public Communications	11.5	10.0	10.0	9.0
Total Public Communications	11.5	10.0	10.0	9.0

Program Description

The Courier Service operates out of the Municipal Services Building. This program is responsible for all mail delivery among City offices, as well as, Council mail. It also assists the Official Records and Legislative Services department with records retention and coordination.

PROGRAM SUMMARY					
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
Personnel	31,163	33,012	18,300	18,810	3%
Operating	114,723	111,584	140,740	125,600	-11%
Internal Services	7,052	11,937	13,650	13,580	-1%
Total Courier	152,938	156,533	172,690	157,990	-9%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Courier	0.8	1.0	0.8	0.8
Total Courier	0.8	1.0	0.8	0.8

