

PUBLIC COMMUNICATIONS

Mission

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

Program Description

The Public Communications department is responsible for citywide media 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 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08	% Change
General Fund					
Public Communications	904,733	913,730	1,055,510	1,098,590	4%
Administrative Svcs Fund					
Graphic Communications	395,693	435,054	447,630	408,330	-9%
Courier	134,497	135,399	175,160	182,050	4%
Subtotal	530,190	570,453	622,790	590,380	-5%
Total Public Communications	1,434,923	1,484,183	1,678,300	1,688,970	1%

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08
Public Communications	10.0	11.0	11.0	11.5
Graphic Communications	4.0	4.0	4.0	4.0
Courier	1.0	1.0	1.0	1.0
Total Public Communications	15.0	16.0	16.0	16.5

Program Description

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

Media & Community Relations

The Media & 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 continues to produce a utility bill newsletter, which is distributed to 47,000 customers each month; a quarterly employee newsletter, distributed to 2,800 current and former employees; a semi-annual citizen guide to services, distributed to 60,000 current and new residents; and the City's award-winning annual report. In addition, the division provides cooperative marketing support for numerous city/community partnerships and events based on Council direction.

Each year, the division produces more than 250 media releases and fields over 800 media inquiries. This coverage is an invaluable outlet for providing timely information to Clearwater citizens without the cost associated with advertising or other marketing activities.

The Division takes a leadership role in developing citizen engagement programs for the Council, including Town Hall meetings, Council breakfasts, community surveying and targeted programs like the GotGov! youth engagement initiative. Key achievements in FY 2007 included passage of both Penny for Pinellas and downtown boat slips at referendum, and assumption of communications responsibility for the Parks and Recreation department.

In FY 2008 the division will continue to place a focus on the city's two major development projects - Beach Walk and the Cleveland Streetscape. A key element of that support will be developing a comprehensive marketing toolkit to support economic development/recruitment initiatives. Key initiatives will include integration of new responsibilities based on consolidation of communication functions citywide, and voter engagement in advance of elections in January and in March.

C-VIEW 15 TV

C-VIEW 15 is the City of Clearwater's government access television channel (GATV), which provides citizens with a variety of live and pre-produced programs designed to enhance citizens' knowledge of City operations, activities and issues. C-VIEW 15 produces live cablecasts of City Council meetings, work sessions and meetings of several key decision-making boards (Downtown Development, Community Development, Municipal Code Enforcement). In addition, C-VIEW cablecasts a number of special meetings, budget workshops, candidate forums and certain special events live-to-tape.

C-VIEW producers also create several monthly and quarterly programs that focus on current topics affecting the City, and public service announcements (PSA's) to promote upcoming city/community events. In FY 2007, C-VIEW staff produced more than 50 regular programs and more than 20 PSA's. During non-programmed times, C-VIEW cablecasts a Video Bulletin Board (VBB) that gives residents up-to-date information on employment and recreation opportunities, upcoming community events, legal notices, emergency preparedness information and important City initiatives. More than 200 separate VBB pages are produced each year. The division also provided over 200 dubbed copies of programs and other video projects to residents and internal departments.

In FY 2007 C-VIEW began to take a more active role in emergency planning and communications, providing key support to the city's new satellite-based emergency phone/data/video system. Targeted video projects like the Boat Slips DVD continued to be a major part of C-VIEW's role within the city. The division continued to refine its programming schedule, and launched a Council-led video oral history initiative called Clearwater Stories, a long-term project that will debut early in FY 2008.

In FY 2008 C-VIEW will continue to place a major focus on Clearwater Stories. The division will monitor and advise on the effects of recent state telecommunications and franchise legislation. While changes in the law are not expected to affect the station immediately, requirements regarding support, channel placement and franchise obligations remain uncertain.

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PROGRAM SUMMARY

	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08	% Change
Personnel	560,413	604,445	657,810	717,140	9%
Operating	219,463	185,429	258,830	254,030	-2%
Internal Services	113,311	119,656	138,870	127,420	-8%
Capital	509	1,649	-		n/a
Debt Service	11,037	2,551	-	-	n/a
Total Public Communications	904,733	913,730	1,055,510	1,098,590	4%

PROGRAM FULL TIME EQUIVALENT POSITIONS

	Actual 2004/05	Actual 2005/06	Budget 2006/07	Proposed 2007/08
Public Communications	10.0	11.0	11.0	11.5
Total Public Communications	10.0	11.0	11.0	11.5

Program Highlights

- ❖ The Public Communications program is supported by 11.5 full time equivalent (FTE) positions, an increase of .5 FTE over the 2006/07 budget. One position of Senior Staff Assistant has been eliminated and replaced with a part-time Staff Assistant to provide purchasing and payroll support in lieu of the Senior Staff Assistant. In addition, one new position of Public Information Coordinator has been added with the consolidation of all public information efforts throughout the City. These changes result in the 9% increase in personnel service costs over the 2006/07 budget.
- ❖ In order to provide support for the consolidation of public information activities, the department has reduced funding for its biweekly newsletter advertisement in the St. Petersburg Times by 50%. This funding has been redirected toward printing to support additional publications like the Parks and Recreation department's program guide. There have been no other significant changes in the Public Communications Office. The budget for this program reflects an increase of 4% over the FY 06/07 budget.

GRAPHIC COMMUNICATIONS

Program Description

This division is responsible for coordination of design and printing projects for the City departments. Graphic Communications has the capability to reproduce most black-and-white/color copying jobs and large-run color jobs. This division also provides various binding, folding, and associated printing services. Graphic Communications is also responsible for the design of most of the City's posters, flyers, brochures, advertising, promotional items and internal publications. The division provides these services to all City departments.

In FY 2006, Graphic Communications produced 4.5 million impressions on its presses (a 9.8% increase from FY 05), 2.8 million impressions on its high-speed copier and 92,500 color copies. It also handles more than 500 graphic design projects each year.

PROGRAM SUMMARY					
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08	% Change
Personnel	187,890	205,116	210,560	212,690	1%
Operating	143,016	163,626	174,640	136,190	-22%
Internal Services	36,028	36,757	38,870	35,880	-8%
Capital	5,198	5,995	-	-	n/a
Debt Service	23,561	23,560	23,560	23,570	0%
Total Graphic Communications	395,693	435,054	447,630	408,330	-9%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08
Graphic Communications	4.0	4.0	4.0	4.0
Total Graphic Communications	4.0	4.0	4.0	4.0

Program Highlights

- ❖ The Graphic Communications program is an Internal Service function. All costs of this operation are passed back to user departments based upon services provided.
- ❖ The Graphics program is supported by four full time equivalent (FTE) positions, the same as the 2006/07 budget. Within the Graphics operation, one position of Graphics Technician has been eliminated and one position of Graphics Designer has been added to the program. These changes result in only a 1% increase in personnel service costs over the 2006/07 budget.
- ❖ Operating budget reductions of \$38,450, or 22%, reflect anticipated contractual and rental savings on new leased equipment, and reduced operating supplies required by eliminating most of the division's press operation.
- ❖ There have been no other significant changes in the Graphic Communications program. The budget for this program reflects a decrease of 9% from the 2006/07 budget.

Program Description

The Courier Service operates out of the Graphic Communications facility. 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 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08	% Change
Personnel	27,695	23,261	29,730	32,750	10%
Operating	100,013	106,251	139,620	141,120	1%
Internal Services	6,789	5,887	5,810	8,180	41%
Total Courier	134,497	135,399	175,160	182,050	4%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08
Courier	1.0	1.0	1.0	1.0
Total Courier	1.0	1.0	1.0	1.0

Program Highlights

- ❖ The Courier program is an Internal Service function. All costs of this operation are passed back to user departments based upon services provided.
- ❖ The Courier program is supported by one full time equivalent (FTE) position, the same as the 2006/07 budget.
- ❖ Approximately \$140,000, or 77% of the Courier budget represents the cost of postage for City mailings. With the recent postal increase, this represents a 5% increase over the 2006/07 budget.
- ❖ There have been no other significant changes in the Courier program. The budget for this program reflects an increase of 4% over the 2006/07 budget.