

Public Information Office

Mission Statement

Provide dynamic, creative and comprehensive communication services to our internal and external customers. We are dedicated to providing valuable information to our diverse community.

Key Services

Internal and external communication, PHX11 city television, phoenix.gov Web site and emergency communication

News Release Media Coverage

Target: 70%

YTD Percent: 68%

Goal:

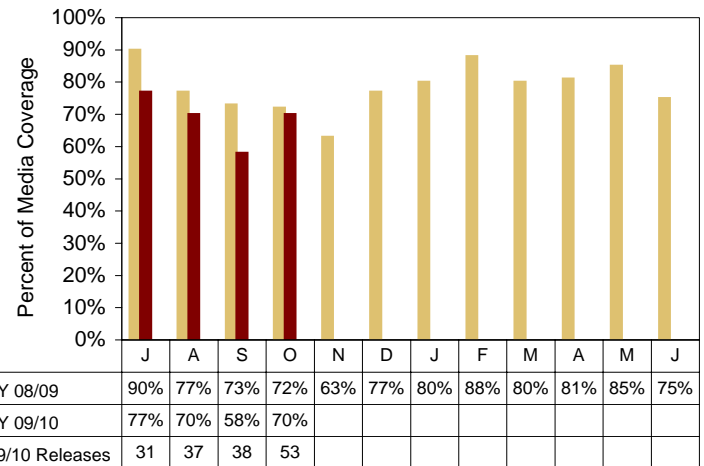
Provide proactive information through news releases

Target:

Generate media coverage from 70% or more of news releases

Significance:

Daily news releases are distributed to media outlets, e-mailed to a listserv, and posted on phoenix.gov. Media coverage for a high percentage of the approximately 500 news releases per year spreads timely information to the public. Media may choose not to run certain stories.



PHX11 Television Programming

Target: 26 programs

YTD Average: 21

Goal:

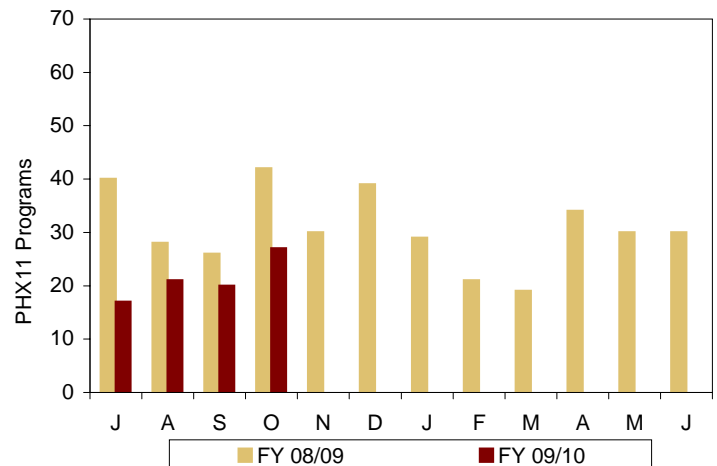
Produce timely, informative television programming on Phoenix events, issues and policies

Target:

Air at least 26 new programs per month produced by PHX11

Significance:

PHX11 produces and airs City Council meetings, The Mayor's Phoenix Rising, City Councilmember On the Issues, Everything Phoenix, DiverseCity, city news conferences and other PHX11 shows directly for viewers in 320,000 Phoenix households. Live and archived programming also are available to a worldwide audience on the Web at phoenix.gov/video.



Visit us on the Web @ phoenix.gov

Electronic News Release Distribution

Target: 90%

YTD Percent: 94%

Goal:

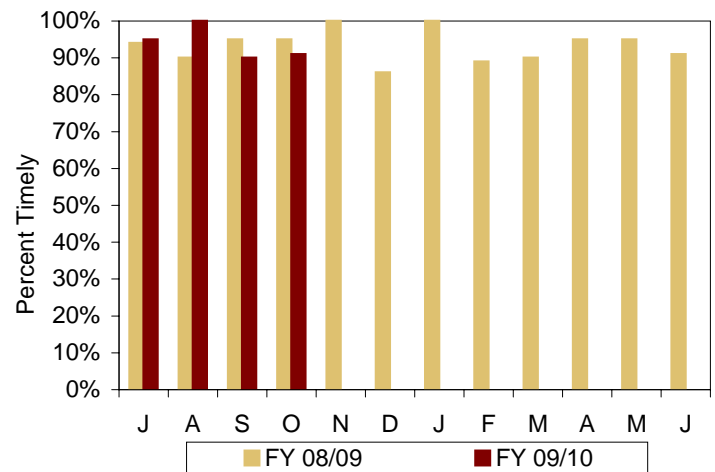
Provide timely information through phoenix.gov and internal and external daily e-mails of city news

Target:

Distribute city news to stakeholders by 5 p.m. daily at least 90 percent of the time

Significance:

Daily distribution of news releases to residents and city employees provides wide access to timely, useful information. Releases are posted on phoenix.gov, e-mailed to an internal distribution list and distributed to more than 3,000 residents through a listserv. Technical factors sometimes can delay the e-mails/Web postings until shortly after 5 p.m.



City Photography Customer Satisfaction

Target: 4.0

YTD Average: 5.0

Goal:

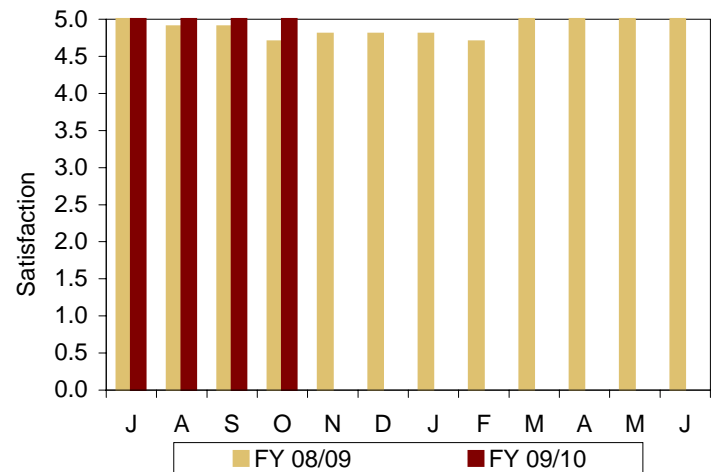
Provide quality, efficient photography service

Target:

Achieve average customer satisfaction of at least 4.0 out of 5.0

Significance:

Survey results provide ongoing, effective feedback on the approximately 400 shoots per year that the city photographers conduct.



Public E-mail Response

Target: 90%

YTD Percent: 99%

Goal:

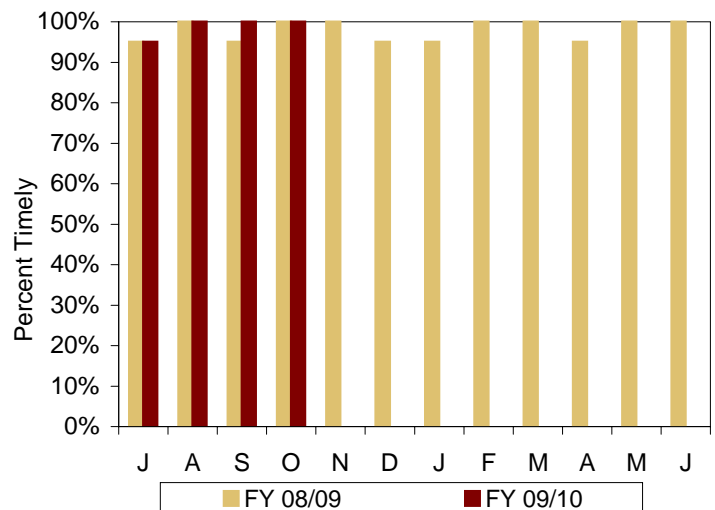
Respond to or refer e-mails received from the public

Target:

Provide 90% or better same business day response/referral for all e-mails received

Significance:

Same-day turnaround for approximately 200 monthly public e-mails ensures that the public receives prompt responses to questions. Rare scheduling situations could lead to a short response delay.



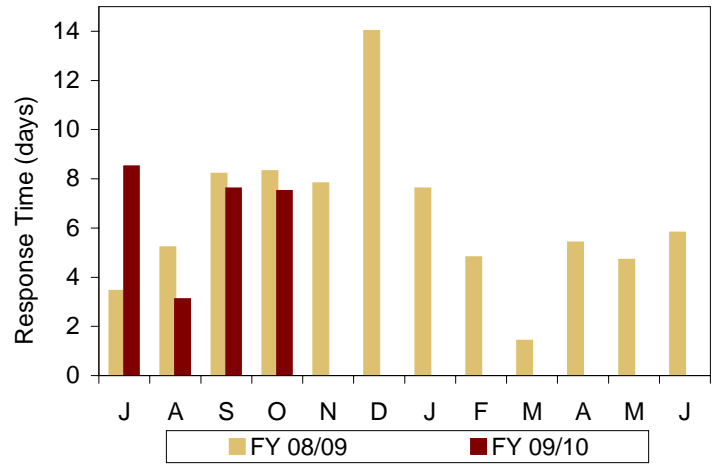
Media Public Records Response

Target: 10 days	YTD Average: 6.9
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Goal:
Provide a timely response to media requesting public records

Target:
Provide records on average within 10 business days

Significance:
Following Arizona's Public Records Law, PIO forwards media public records requests promptly to the appropriate departments. PIO acknowledges receipt of the request within 24 hours. Departments forward the records to PIO or directly to the requesters, sometimes beyond PIO's control. PIO will provide ongoing training for city departments.



City Connection Electronic Views

Target: 4,000 page views	YTD Average: 5,470
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Goal:
Provide timely and useful information to city employees through the weekly City Connection internal newsletter

Target:
Receive an average of 4,000 or more electronic views of City Connection per issue

Significance:
City Connection is the weekly, citywide communication tool made available online to all employees. Monitoring page views can help gauge interest and show what topics spur increased readership.

