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, know99 Youth and Education channel, phoenix.gov website and emergency communication.

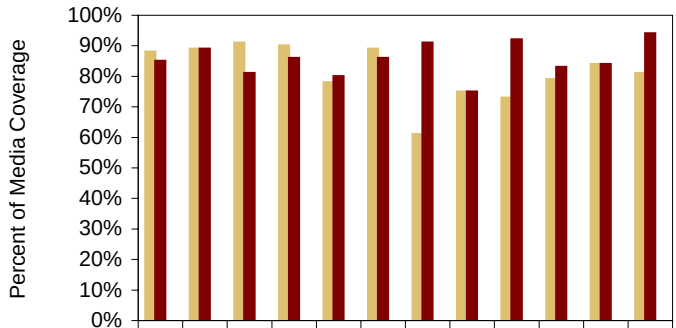
News Release Media Coverage

Target: 75% **YTD Percent: 85%**

Goal:
Provide proactive information through news releases

Target:
Generate media coverage from 75% 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 400 news releases per year spreads timely information to the public. Media may choose not to run certain stories.



	J	A	S	O	N	D	J	F	M	A	M	J
FY 10/11	88%	89%	91%	90%	78%	89%	61%	75%	73%	79%	84%	81%
FY 11/12	85%	89%	81%	86%	80%	86%	91%	75%	92%	83%	84%	94%
11/12 Releases	20	27	42	36	50	36	45	51	50	46	43	34

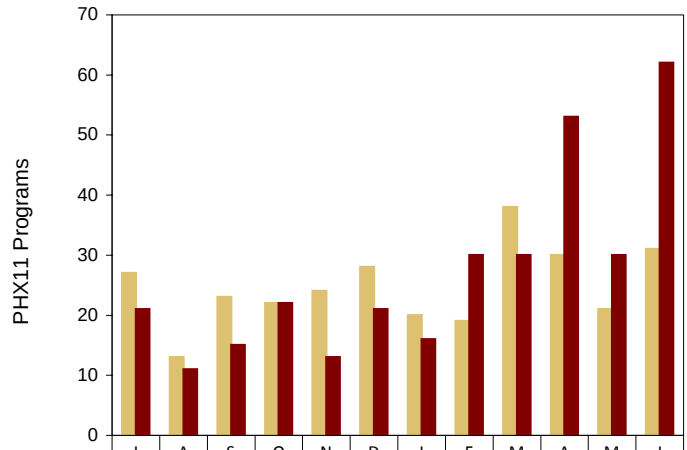
PHX11 Television Programming

Target: 20 programs **YTD Average: 27**

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

Target:
Air at least 20 new programs per month produced by PHX11

Significance:
PHX11 produces and airs City Council meetings, Mayor and City Council shows, Everything Phoenix, city news conferences and other PHX11 shows directly for viewers in 270,000 Phoenix households. Live and on-demand shows also are available to a worldwide audience on the web at phoenix.gov/11.



	J	A	S	O	N	D	J	F	M	A	M	J
10/11 Programs	27	13	23	22	24	28	20	19	38	30	21	31
11/12 Programs	21	11	15	22	13	21	16	30	30	53	30	62

Visit us on the web at ***phoenix.gov***

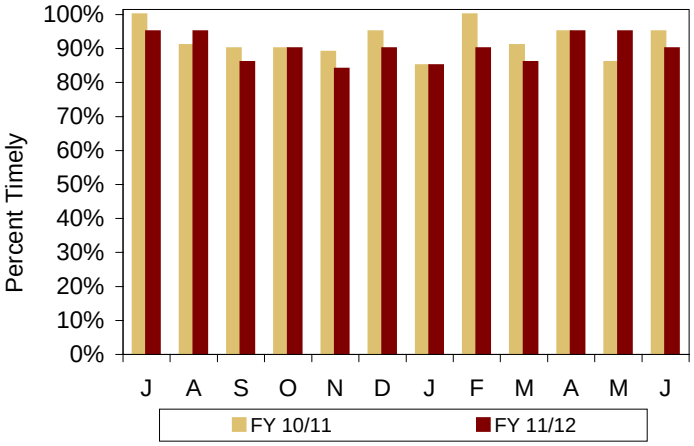
Electronic News Release Distribution

Target: 90% | **YTD Percent: 90%**

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.



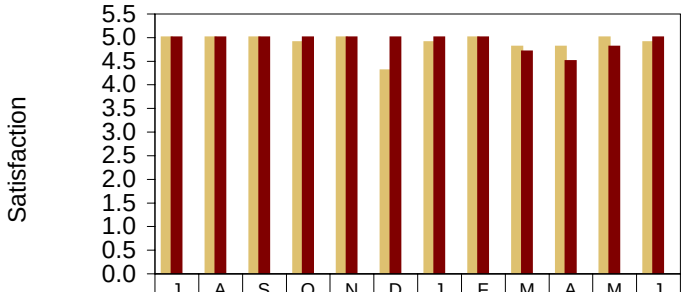
City Photography Customer Satisfaction

Target: 4.0 | **YTD Average: 4.9**

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 200 shoots per year that the city photographers conduct.



	J	A	S	O	N	D	J	F	M	A	M	J
FY 10/11	5.0	5.0	5.0	4.9	5.0	4.3	4.9	5.0	4.8	4.8	5.0	4.9
FY 11/12	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.7	4.5	4.8	5.0
11/12 Shoots	8	9	12	11	20	20	11	12	27	49	18	15

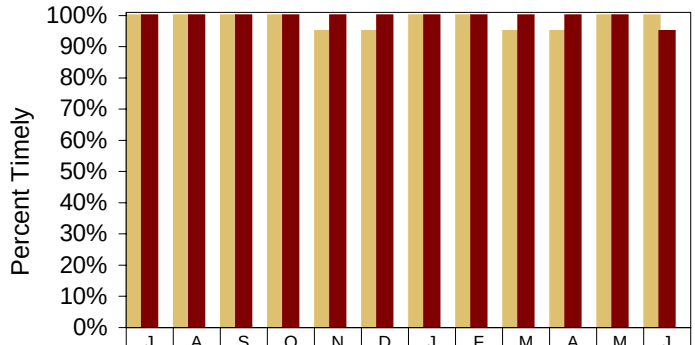
Public E-mail Response

Target: 90% | **YTD Percent: 100%**

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.



	J	A	S	O	N	D	J	F	M	A	M	J
FY 10/11	100%	100%	100%	100%	95%	95%	100%	100%	95%	95%	100%	100%
FY 11/12	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	95%
11/12 E-mails	143	164	153	149	133	116	174	184	222	188	178	143

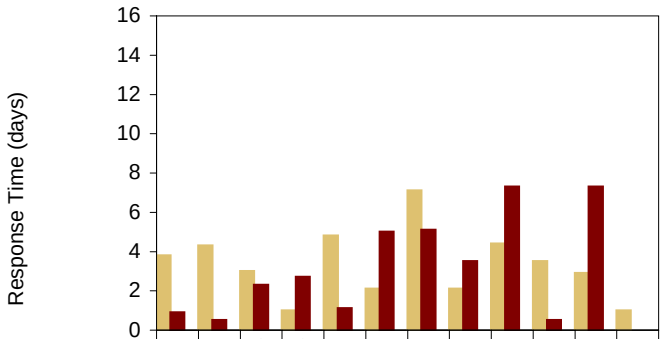
Media Public Records Response

Target: 10 days | **YTD Average: 3.5**

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.

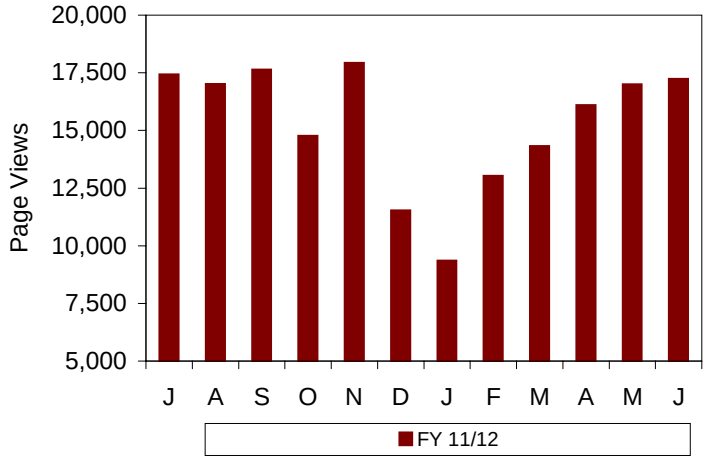


	J	A	S	O	N	D	J	F	M	A	M	J
FY 10/11	3.8	4.3	3.0	1.0	4.8	2.1	7.1	2.1	4.4	3.5	2.9	1.0
FY 11/12	0.9	0.5	2.3	2.7	1.1	5.0	5.1	3.5	7.3	0.5	7.3	0.0
11/12 Responses	13	14	14	18	11	15	21	15	18	10	17	8

Inside Phoenix Story Visits

Target: 17,500 visits | **YTD Average: 15,267**

Goal:
Provide timely and useful information to city employees through stories on the Inside Phoenix homepage

Target:
Receive an average of 17,500 or more electronic visits of Inside Phoenix stories per month

Significance:
Inside Phoenix stories are an online communication source for city employees. Monitoring visits can help gauge interest and show what topics spur increased readership.