

City Council and Administration Budget Workshop May 7, 2005

Department: Mayor's Office

Department Issues/Concerns: None

New Responsibilities/How Handled: News releases and Publications/Executive Assistant to Mayor and Computer/Publishing Specialist.

2004 Completed/Initiated project(s):

2005 Projects/Status/Completion Date:

2006 Projects:

What City Council Objectives can you INITIATE and LEAD in the implementation without additional resources?

**Channel 55
Hills Herald
City Web Site
Town Hall Meetings
Improve Notification / Programs
Enhance City PR
Public Communication/Proactive Committee
News Releases
Citizen Hotline with Recorded Messages
Inter-Departmental Communication**

The above-identified objectives can be partially or completely done by the Mayor's Office. Although many news releases are currently issued through the Mayor's Office, every news release and announcement should be issued through the Mayor's office with the exception of those issued by the City Council. The Directors are being asked to be more pro-active in the development of pertinent facts and circumstances of noteworthy events and activities, either current or planned. These facts will be generated into standardized formats for distribution to all local newspapers, radio, TV stations, coordination with Channel 55/10, and Communication Champions of the Mayor's Office for web page placement. Should it be determined that workload increases beyond current staffing capacities, additional staff needs will be considered or pursued at that time.