

PUBLIC INFORMATION

Program Goal

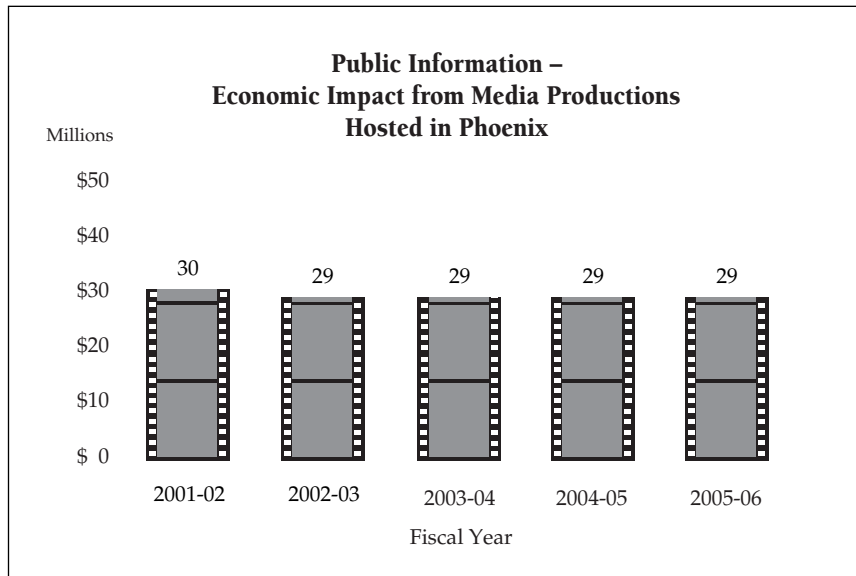
The Public Information Office disseminates information on city governmental services to residents, and assists them in using and understanding the information. The office also encourages participation in city government, develops programming for the government access cable television channel, and encourages motion picture filmmaking in the city of Phoenix through planning and coordinating city assistance to filmmakers.

Budget Allowance Explanation

The Public Information operating budget allowance of \$3,339,000 is \$72,000 or 2.1 percent less than 2004-05 estimated expenditures. The decrease reflects reductions in computer consulting, contract photography services and weekend and evening shoots. Weekend station control and news coverage will be eliminated. The decrease is partially offset by normal inflationary increases.

Expenditure and Position Summary

	2003-04	2004-05	2005-06
Operating Expense	\$3,269,000	\$3,411,000	\$3,339,000
Total Positions	32.0	32.0	32.0
Source of Funds:			
General	3,263,000	3,403,000	3,331,000
Other Restricted	6,000	8,000	8,000



Public Information Major Performance Measures and Service Trends

The following significant performance measures and service trends will be achieved with the 2005-06 budget allowance:

	2003-04	2004-05*	2005-06
Number of news releases, media advisories and public service announcements issued	350	350	350
City publications reviewed and produced (i.e., City Council newsletters, City Page, City Connection, Notes and various brochures for city departments)	235	235	235
Phoenix Channel television programs produced			
- Standard Programs	140	140	140
- Requested Unscheduled Programs	186	186	146
- Requested Planned Programs	19	21	21
Film/Video permits issued for movies, television programs, commercials and still photography	115	115	115
Economic impact of hosted media productions	\$29 mil.	\$29 mil.	\$29 mil.

*Based on 10 months actual experience.

The projected decrease in requested unscheduled programs reflects the budget reduction for evening and weekend shoots. The economic impact in movies and television programs filmed is determined by using the Association of Film Commissioners International Guidelines.

