

# 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: 84%**

### Goal:

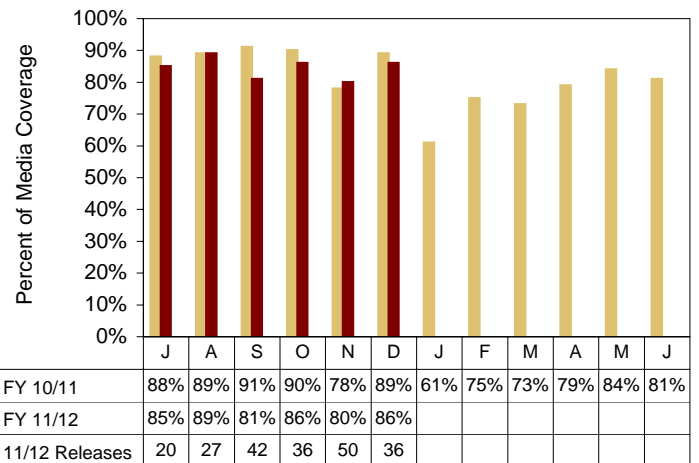
Provide proactive information through news releases

### 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.



## PHX11 Television Programming

**Target: 20 programs**

**YTD Average: 17**

### Goal:

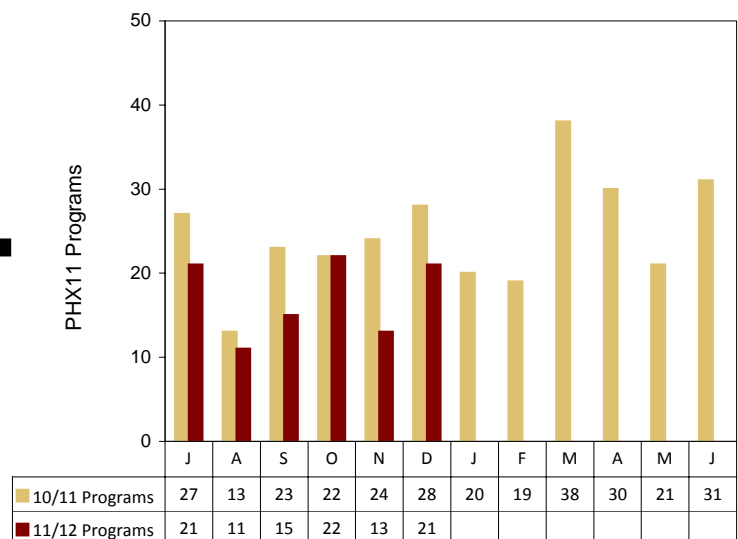
Produce timely, informative television programming on Phoenix events, issues and policies

### 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.



Visit us on the web at [phoenix.gov](http://phoenix.gov)

## Electronic News Release Distribution

**Target: 90%**

**YTD Percent: 90%**

**Goal:**

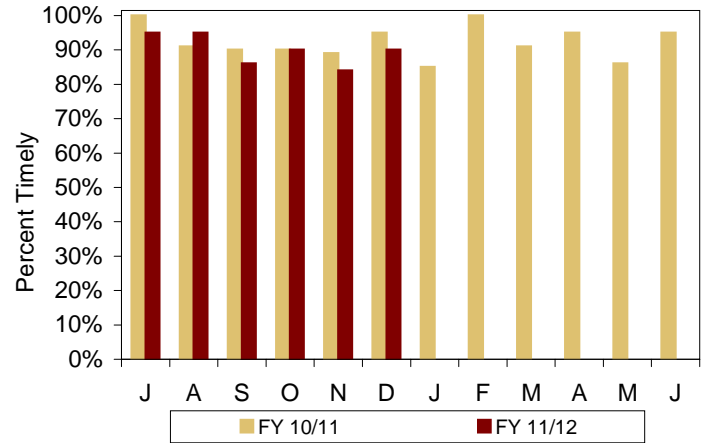
Provide timely information through phoenix.gov and internal and external daily e-mails of city news

**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: 5.0**

**Goal:**

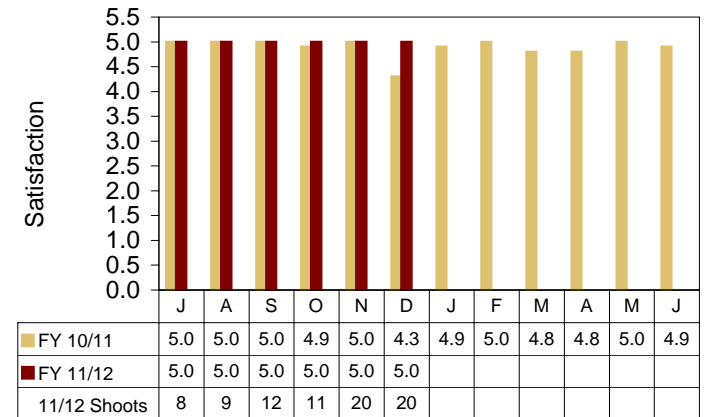
Provide quality, efficient photography service

**Target:**

Achieve average customer satisfaction of at least 4.0 out of 5.0

**Significance:**

Survey results provide ongoing, effective feedback on the approximately 200 shoots per year that the city photographers conduct.



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						
11/12 Shoots	8	9	12	11	20	20						

## Public E-mail Response

**Target: 90%**

**YTD Percent: 100%**

**Goal:**

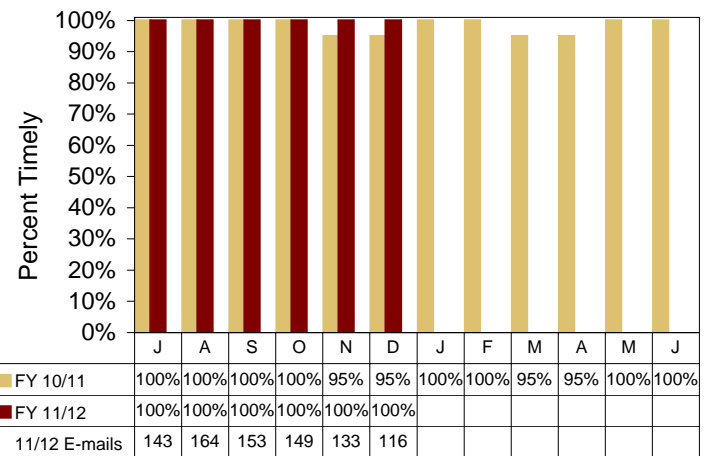
Respond to or refer e-mails received from the public

**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.



FY 10/11	100%	100%	100%	100%	95%	95%	100%	100%	95%	95%	100%	100%
FY 11/12	100%	100%	100%	100%	100%	100%						
11/12 E-mails	143	164	153	149	133	116						

## Media Public Records Response

**Target: 10 days**

**YTD Average: 2.2**

**Goal:**

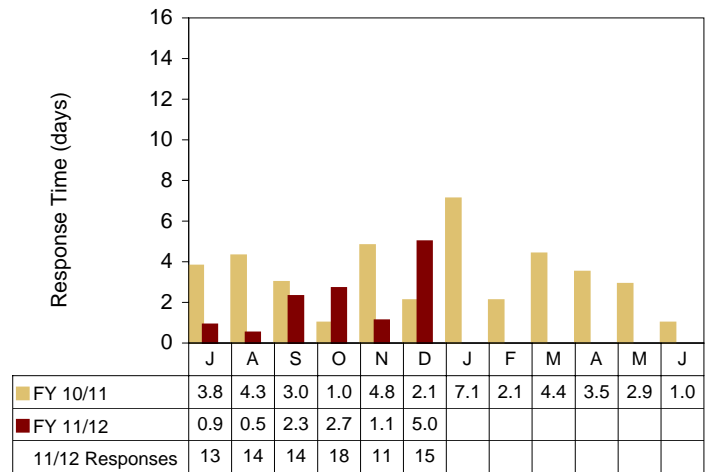
Provide a timely response to media requesting public records

**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.



## Inside Phoenix Story Visits

**Target: 17,500 visits**

**YTD Average: 16,040**

**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.

