



## **2011 OFFICE OF COMMUNICATIONS REPORT**

The Communications Division of the Executive Department in 2011 dealt with the departure of Denise Mellene in February and the arrival of new Communication Specialist Jon Funfar in May. During the interim, divisional functions were handled with a team of staff and outside help, including: Deputy City Manager Stan Strebel, IS Manager Jesse Rice, City of Richland Cable Communications Coordinator Mike Charboneau, and Sight & Sound owner Bob Krieder.

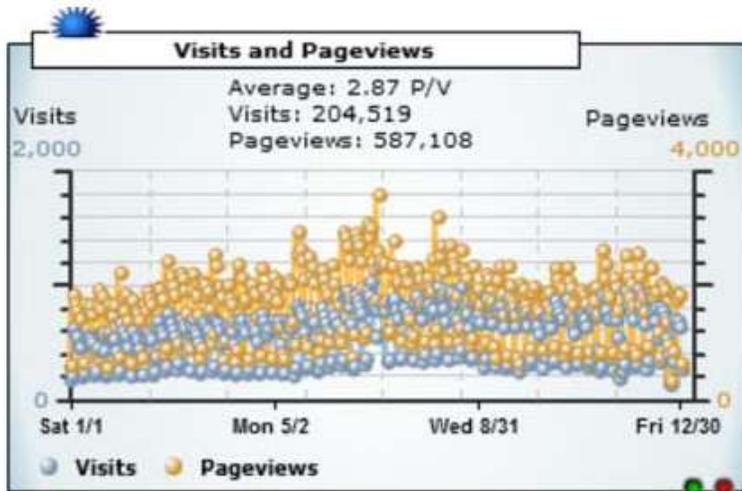
### **Publications**

- The 2010 Annual Report and 2011 Quarterly Reports were compiled and published.
- The April, June, August, October, and December editions of the Pasco Pulse newsletter were created and sent in utility bills.
- 24 Press Releases, 12 utility billing messages, and 4 supplemental billing inserts were published and distributed.
- A special mailing detailing the benefits of annexation was produced and sent to residents in and around the “donut hole” area.
- The Office also handled several media requests for information.

### **Video Services**

- The new “City Services Video Series” was created with programs highlighting such items as the Planning Commission, Code Enforcement, Business & Pet Licensing, and Utility Bill Pay options.
- The Pasco Pulse video magazine was first produced in the fall to cover articles from the print edition.
- The City Council Candidate Forum, hosted by the Pasco Chamber of Commerce, was videotaped and shown, as well as a supplemental Port of Pasco Candidate Forum hosted by the League of Women Voters.
- 2 Open Houses on the Road 68 Corridor Study were shown.
- Regular meeting coverage included 44 City Council Meetings, 12 Planning Commission Meetings, and 12 Code Enforcement Meetings.
- Replacement of the PSC-TV Community Calendar (video bulletin board) with new software that increases visual appeal.
- Revamping of the PSC-TV schedule and online video to emphasize City meetings as opposed to outside programming.
- 76 programs were uploaded for the City’s Video-On-Demand streaming service, with 1,954 program views.
- A new feature for online City meetings is an agenda/index so viewers can jump to the agenda item they’d like to view.

## Website



- There were 204,519 visits in 2011 with 587,108 pageviews.
- 54% of visitors were judged “new visitors”.
- The top pages of the website were:
  1. Home Page
  2. Online Utility Payments
  3. Codes, Ordinances & Resolutions
  4. Parks & Recreation
  5. Police Department
  6. Agendas & Minutes
  7. Job Application Process
  8. Maps
  9. Business Licenses
- A new background with an image from photographer Gary White was used for all pages of the website.
- Elimination of third-party forms for the Board & Commissions application and PSC-TV Schedule.
- Deployment of the LaserFiche document system to the website for document retrieval.
- Better organization of the “News Flash” module to better highlight top City news items.
- Better integration of the Facebook and Twitter features of the website.
- General clean-up of pages and links across the site.
- Added the City Council Action Report as a regular news item on the site.

## Special Projects/Other

- Coordination with the City of Richland on a cooperative effort for renewal of the cable franchise agreement (set to expire in 2013), including selection of a consultant.
- Complete rewiring of the PSC-TV control room in Council Chambers to streamline the production process.
- Began identifying equipment and needs for development of a capital replacement plan.
- Attendance at the Alliance for Community Media conference to gain knowledge of current cable franchising law, gain programming ideas, and network with other cable access professionals.