

**COUNTY OF MADERA
BUDGET UNIT DETAIL
BUDGET FOR THE FISCAL YEAR 2021-22**

Department: **Public Information
Team (00830)**
Function: **General**
Activity: **Personnel**
Fund: **General**

	ACTUAL <u>2019-20</u>	BOARD APPROVED <u>2020-21</u>	DEPARTMENT REQUEST <u>2021-22</u>	CAO RECOMMENDED <u>2021-22</u>
SERVICES & SUPPLIES				
720800 Maintenance - Equipment	0	500	500	500
721100 Memberships	0	500	500	500
721300 Office Expense	1,575	2,500	2,500	2,500
721400 Professional & Specialized Services	0	2,000	2,000	2,000
721500 Publications & Legal Notices	0	2,000	2,000	2,000
721900 Special Departmental Expense	0	2,500	0	0
722000 Transportation & Travel	0	0	2,500	2,500
TOTAL SERVICES & SUPPLIES	1,575	10,000	10,000	10,000
<u>TOTAL EXPENDITURES</u>	<u>1,575</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>
<u>NET COUNTY COST (EXP - REV)</u>	<u>1,575</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>

MADERA COUNTY PUBLIC INFORMATION TEAM

COMMENTS

The Madera County Public Information Team was developed to 'tell the Madera County story' and openly communicates with the public and other stakeholders and community members about County services, programs and events.

Social media and other online resources are how the majority of the population receives its news, and the goal of the Public Information Team is to improve transparency and the way in which the County interacts with the public and our constituents.

WORKLOAD

Members of the Public Information Team consist of the County Administrative Officer or Assignee, the Human Resources Director or Assignee, each of the five (5) Board Members' Chiefs of Staff, County Counsel, the Chief Information Officer and an internal representative from each County Department.

Each Monday morning, the primary team members (the County Administrative Officer or Assignee and the District Chiefs of Staff) meet to discuss any relevant posts, press releases, media outreach plans and departmental communication plans needed for the week. The Chiefs of Staff subsequently reach out to their assigned departmental representatives as needed for full communication execution.

Collectively, the Public Information Team has authored or assisted County departments annually with twenty (20) to thirty (30) press releases, and the posting/public engagement efforts of the Public Information Team continues to increase the reach of the County's Facebook, Instagram, and Twitter platforms.

SERVICES & SUPPLIES

- 720800** **Maintenance – Equipment** (\$500) is recommended for possible maintenance for the equipment utilized by the primary members of the Public Information Team, including iPads and cell phones.
- 721100** **Memberships** (\$500) is recommended for two (2) annual membership subscriptions to the California Public Information Officer Association.
- 721300** **Office Expense** (\$2,500) is recommended for the purchase of camera/video equipment needed for the Public Information Team.

MADERA COUNTY PUBLIC INFORMATION TEAM

SERVICES & SUPPLIES (continued)

- 721400** **Professional & Specialized Services** (\$2,000) is recommended for special software needs of the Public Information Team, such as Powtoon, Photoshop, Adobe Illustrator and/or Creative Cloud.
- 721500** **Publications & Legal Notices** (\$2,000) is recommended for any necessary advertisements of special events, programs and services associated with the media efforts of the Public Information Team.
- 722000** **Transportation & Travel** (\$2,500) is recommended for associated travel and training costs of the Public Information Team.