



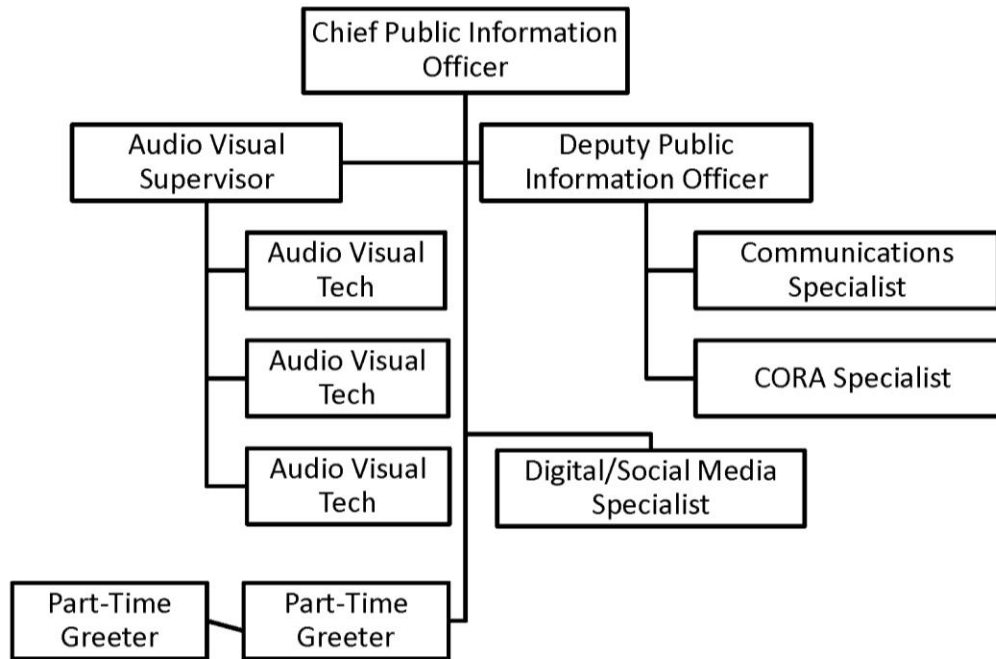
2020 Budget Presentation El Paso County Public Information Office

Ryan Parsell, Chief Public Information Officer

October 15, 2019

Organizational Chart

El Paso County Public Information Office Organizational Chart Fall 2019



Operations

- The Public Information Office is divided into two sections: Public Information and the El Paso County Channel
- The Public Information section manages public and media relations, social media, and open records requests
- The El Paso County Channel section manages the County's cable channel, along with AV and video production needs for every other County entity



Mandates/State Statutes Required

- The Public Information Office is mandated to provide informative, fresh, and timely content through our cable channel
- “Our mission is to facilitate the flow of accurate and timely information to the public about policies, practices, programs, and services of El Paso County; to provide media relations support, training, and guidance to county departments and elected officials; and to assist with activities to engage the public in county sponsored events.”



Budgetary Highlights: Wins

- Joel Quevillon won local and national awards for work done on the El Paso County Fair, website, and PAFR
- Invested in new equipment and software to gain efficiency and increase product quality
- Restructured department to address growing business needs and save money



Budgetary Highlights: Wins



69

Open Records
Requests

218

Daily Articles



240

Press Releases

A PROCLAMATION

62

Proclamations

143

Videos Produced



3,526

Social Media Posts



215

Meetings Supported



Budgetary Highlights: Challenges

- Declining cable channel revenue
- Competing channel and AV needs
- Changes in how public consumes information
- Increased workload as the County's profile grows



Budgetary Highlights: Opportunities

- Creating original content that both informs and entertains
- Better organize and plan for future needs
- Upcoming special projects includes the 2020 Census, revamped Citizens College, rebranding efforts, and media training



Base Budget and Critical Needs

- No changes or requests

<u>Description</u>	<u>2019 Budget - OAB</u>	<u>2019 One-time Funding</u>	<u>Other Internal changes ¹</u>	<u>On-going Base Budget</u>	<u>2020 Critical Needs</u>	<u>2020 Requested Budget</u>
<u>PIO UNRESTRICTED</u>						
Budget/Public Information Off	288,274			288,274		288,274
PIO-Public Information Office	288,274	0	0	288,274	0	288,274

- Significant portion of PIO budget is from Cable agreements to cover Cable TV channel staffing and costs



Questions?

