

**Lead Agency:** Public Affairs Office

**Program Contact:** Althea Milechman

**Program Offer Type:** Innovative/New Program

**Related Programs:**

**Program Characteristics:**

**Executive Summary**

The Public Affairs Office (PAO) provides customer service, information and access to Multnomah County for the public and news media. The office develops communication strategies and generates news content and materials to explain the county's services and increase visibility. Online video has become a key medium for effective public and internal information and is a growing communications tool for government and the private sector. In 2009, nearly 13,000 people watched county videos produced by the PAO. The Sellwood Bridge video, for example, enabled the public to understand the challenges of a complex project in a direct and compelling way. More people viewed the Sellwood video than attended meetings on the topic last year. An industry monitor, comScore Video Metrix notes that more Americans are watching online video each month than watch the Super Bowl each year. This program offer will fund a full-time video producer to handle all aspects of pre- and post-production.

**Program Description**

The video producer will work in collaboration with departments and elected officials, having responsibility for pre-production (concept, scripts, location arrangements and logistics) production (lighting, sound, filming), post-production (editing, special effects, motion graphics/animation, sound and music) and distribution (posting on web and social media sites). The video producer will create and edit a variety of public information videos and public service announcements on county activities and projects; film internal training videos; produce webcasts and podcasts; and maintain a library of county videos. In addition, this position will be the liaison between the county and local cable access television.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY08-09)	Current Year Purchased (FY09-10)	Current Year Estimate (FY09-10)	Next Year Offer (FY10-11)
Output	Number of videos produced	0	0	0	15
Outcome	Percentage of videos viewed by at least 200 people	0	0	0	50

**Performance Measure - Description**

**Legal/Contractual Obligation**

None.

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2010	2010	2011	2011
Personnel	\$0	\$0	\$89,955	\$0
Materials & Supplies	\$0	\$0	\$2,000	\$0
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$91,955</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$91,955</b>	
Program FTE	0.00	0.00	1.00	0.00
<b>Program Revenues</b>				
Total Revenue:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues**

This is a General Fund program.

**Significant Program Changes****Last year this program was:**

This is a new proposal for FY 2011.