

Service Innovation and Performance Department

Public Information and Media Relations

2018 Budget Briefing Note

Description

The mandate of Public Information and Media Relations (PIMR) is “to ensure communications efforts are aligned with the City’s priorities and plans while providing strategic communications advice and support to the programs, services and initiatives of the corporation.”

The service areas of priority include:

Aligning and integrating communications initiatives across the corporation to provide consistent and clear information to residents

Harnessing new technology to deliver innovative communications to residents in the way they consume information

Communicating with residents during emergencies to help protect public safety, in support of the Office of Emergency Management

Public Information and Media Relations plays a central role in effectively communicating the priorities of the organization to the public, as determined by senior management under the direction of elected officials. Public Information and Media Relations focuses on digital and innovative communications, while continuing some of the traditional communications that are required to serve residents’ diverse needs.

Programs/Services offered

Public Information and Media Relations consists of three functions: Public Information, Media Relations & Outreach, and Legislative Support.

All functions are involved in emergency communications to residents in support of the Office of Emergency Management. The Director of Public Information and Media Relations, or delegate, is the Emergency Information Officer for the City as per the *City of Ottawa Emergency Management Plan*.

Public Information

Public Information develops the Corporate Annual Communications Calendar and communicates City priorities and services to the public. Public Information uses both traditional and innovative digital solutions to provide information to residents on programs, services, events, special projects, and consultation opportunities.

Public Information's role includes the development of media products (PSAs, News Releases and Media Advisories), content for City News, rich media products (video, photography, animation and infographics) and digital and traditional graphics. The function also includes managing the City's Corporate advertising assets and corporate advertising plan, which focuses on finding efficiencies while reaching the intended audience. In addition, Public Information supports the organization through the Public Engagement Strategy to provide innovative solutions to departments for their public engagement and consultation needs.

Media Relations and Outreach

Media Relations and Outreach is responsible for media relations, media monitoring, issues management, outreach to the public via social media, events and the development of speaking notes.

Media Relations co-ordinates media inquiries and interview requests and provides strategic communications advice. In addition, the function manages the City's corporate social media channels (Twitter, Facebook, YouTube and Instagram), which includes engaging the public through a two-way dialogue in both official languages.

Legislative Support

Legislative Support provides provides strategic communications advice on the legislative agenda. The function supports the communications needs of Chairs, Committees and departments and provides information on the legislative activities of the City in a clear and consistent manner. Legislative Support develops Committee Updates and Council Updates for the public.