

**Department:** Sheriff **Program Contact:** Brandon White  
**Program Offer Type:** Existing Operating Program **Program Offer Stage:** As Adopted  
**Related Programs:**  
**Program Characteristics:**

**Executive Summary**

The Communications Unit is the bridge that connects people in Multnomah County to the Sheriff's Office, universally engaging members, residents, communities, the intergovernmental arena and the media alike with timely and accurate information. The Communications Team works professionally and effectively with the media and furthers transparency by facilitating public records requests. The Unit is responsive to a large volume of requests, and a wide breadth of issues, associated regulations and the fast pace at which information flows.

**Program Summary**

The Sheriff's Office desires to proactively promote understanding among all audiences and tell the public safety story. In order to speak from a centralized and coordinated voice, the Communications Unit was created in FY 2018 utilizing existing Agency resources. In addition to a Public Information Officer (PIO), a Senior Development Analyst was assigned to the Unit and a Program Communications Specialist was hired. This Team of three dedicated members, along with back-up PIO's selected from MCSO's sworn-ranks, received communications training to best perform in this role. Policy 620.00 – Communications with the Media, was enacted to set expectations and inform the members of proper communications protocol.

The Communications Unit covers all aspects of Sheriff Office operations – corrections, law enforcement, and business services - and works with appropriate members throughout the Agency to craft comprehensive and strategic messaging. The Unit thinks creatively and works diligently to develop supporting media materials (e.g. photography, graphics, etc.), before threading together monthly campaigns. Standard communication means include press releases, articles, social media (Twitter, Facebook), website, podcasts and videos.

The Communications Unit is also responsible for facilitating the Agency's public presence. The Unit has organized events for the community, created presentations for the Board of Commissioner Meetings, and produced statements and op-eds for the Sheriff about community priorities.

Last, but not least, the Communications Unit is responsible for contributing to a positive and accountable work culture in MCSO. The Development Analyst creates and maintains a wide variety of development products for staff, with policy acknowledgement, web-based training, scheduling software, and confrontation management reporting are but a few examples.

**Performance Measures**

Measure Type	Primary Measure	FY18 Actual	FY19 Purchased	FY19 Estimate	FY20 Offer
Output	Social media posts	na/-	1,500	1,667	1,700
Outcome	Multimedia/Application Development	na/-	55	57	55

**Performance Measures Descriptions**

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2019	2019	2020	2020
Personnel	\$477,157	\$0	\$480,122	\$0
Materials & Supplies	\$0	\$0	\$28,800	\$0
Internal Services	\$0	\$0	\$1,326	\$0
<b>Total GF/non-GF</b>	<b>\$477,157</b>	<b>\$0</b>	<b>\$510,248</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$477,157</b>		<b>\$510,248</b>	
Program FTE	3.00	0.00	3.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2019: 60115-19 Communications Unit