

ORDINANCE NO. 10011 (NEW SERIES)

AN ORDINANCE AMENDING  
COUNTY OF SAN DIEGO ADMINISTRATIVE CODE  
ARTICLE XII-F RELATING TO THE DEPARTMENT OF  
MEDIA AND PUBLIC RELATIONS

The Board of Supervisors of the County of San Diego ordains as follows:

Section 1: ARTICLE XII-F of the County of San Diego Administrative Code is hereby amended to read as follows:

ARTICLE XII-F DEPARTMENT OF MEDIA AND PUBLIC RELATIONS

SEC. 206.1. RECOGNITION OF DEPARTMENT.

There is in the County a Department of Media and Public Relations, hereinafter in this Article referred to as the Department, under the supervision of the Chief Administrative Officer.

SEC. 206.2. RECOGNITION OF DIRECTOR OF MEDIA AND PUBLIC RELATIONS.

There is in the County and in the Department a position of Director, hereafter in the Article referred to as the Director. Such position shall be in the Unclassified Service of the County and shall be filled by appointment of the Chief Administrative Officer in accordance with the County Charter, applicable rules and regulations relating to the Unclassified Service, and County ordinances.

SEC. 206.3. DUTIES OF DIRECTOR.

The Director shall act under the supervision of the Chief Administrative Officer and shall exercise general supervision over all functions of the Department and shall enforce such rules and regulations as are prescribed and approved by the Board.

SEC. 206.4. DIRECTOR TO APPOINT PERSONNEL.

The Director shall appoint and employ such personnel as may be necessary to conduct the business of the Department. All appointments and employments made by the Director shall be made in accordance with the provisions of the County Charter, Rules of the Civil Service Commission and County ordinances.

**SEC. 206.5. DIRECTOR TO PREPARE BUDGET AND SUPERVISE EXPENDITURES.**

The Director and designated staff shall prepare and submit to the Chief Administrative Officer the required annual itemized estimates of expenditures and revenues for the Department. The Director and designated staff shall supervise the expenditures of all funds allocated to the Department and review and make recommendations on the expenditures of those funds.

**SEC. 206.6. FUNCTIONS OF THE DEPARTMENT.**

The Department shall perform such functions as may be assigned to it, and shall manage the County's media activities for the communication of county-wide issues to the public, employees and news organizations. The Department shall oversee County-wide communications; including emergency communications, media relations and overall content of the County's external and internal Web sites. The Department shall be responsible for County news releases, news conferences, newspapers, newsletters, publications, presentations and other related functions assigned by the Chief Administrative Officer. The Department shall also be responsible for Video Services, including the following:

(a) Provision of staff assistance to the Cable Television & Telecommunications Review Commission as necessary to conduct the day-to-day business of the Commission, act as liaison between the Board of Supervisors and the Review Commission, and keep the Commission informed as to the status of said Board's recommendations.

(b) Management of the County Television Network (CTN), including videotaping and transmission of all Board of Supervisors' meetings and production of informational programming for television, the County's Intranet system, the Internet and various presentations educating the public on the various services and programs offered by County departments.

Section 2: Effective Date. This ordinance shall take effect thirty (30) days after its adoption. Within fifteen days after the date of adoption of this ordinance, a summary shall be published once with the name of those members voting for and against the same in the newspaper of general circulation published in the County of San Diego.

**PASSED, APPROVED AND ADOPTED** by the Board of Supervisors of the County of San Diego this 22<sup>nd</sup> day of September, 2009.