

EXECUTIVE ORDER NO. 1-85

WHEREAS, both the Office of the City Representative and the Mayor's Office currently handle on a daily basis numerous matters relating to press releases and conferences, requests for information, the preparation of proclamations and tributes, the answering of correspondence relating to City activities, the making of public appearances by the Mayor, etc.;

WHEREAS, duplication of effort can be avoided and economies provided if the communication and liaison efforts of both offices are combined;

WHEREAS, the Office of the City Representative is responsible for directing marketing and promotion efforts, promoting special events, arts and culture, and producing informational services for the public;

NOW, THEREFORE, by the power vested in me in accordance with Sections 1-102 and 4-100 of the Philadelphia Home Rule Charter, it is hereby ordered as follows:

SECTION 1. There is hereby established within the Mayor's Office, the Mayor's Office of Communications which will incorporate the Press Bureau of the Office of the City Representative.

SECTION 2. The Mayor shall designate a Director who shall supervise the activities and policies of the Mayor's Office of Communications and who shall report to the Mayor.

SECTION 3. The functions of the Mayor's Office of Communications shall be to:

(a) Coordinate and facilitate press liaison functions for Mayor's Office and City departments.

(b) Coordinate press issues with public information officers in City agencies and related agencies.

(c) Coordinate handling and acknowledgment of all incoming correspondence to the Mayor.

- (d) Prepare proclamations and public tributes.
- (e) Respond to all invitations, requests for meetings and public appearances received by the Mayor and the First Lady.
- (f) Prepare and assimilate appropriate background data, briefings, remarks and rundowns for public appearances.
- (g) Coordinate the proper advance arrangements for appearances by the Mayor.
- (h) Assume such other duties as the Mayor shall prescribe.

SECTION 4. The functions of the Office of the City Representative shall be to:

- (a) Establish and implement marketing and public relations programs in the City's behalf.
- (b) Coordinate all marketing efforts among City and related agencies.
- (c) Direct market research, analysis and implementation.
- (d) Plan and direct promotion of the City generally and special events, arts and culture, growth industries specifically (local, national, international).
- (e) Direct the design and development of brochures, pamphlets, publications.
- (f) Direct efforts to increase the number of full-length films, television-mini-series and product commercials produced in Philadelphia.
- (g) Produce or coordinate all City public service announcements (PSA's) and audio/visual projects.

SECTION 5. This Order shall be effective March 1, 1985.



W. WILSON GOODE, Mayor

Dated: February 27, 1985