

COMMUNICATIONS

	APPLICATION OF OPERATING RESOURCES							
	FEDERAL APPROPRIATIONS		GENERAL TRUST		DONOR/SPONSOR DESIGNATED		GOV'T GRANTS & CONTRACTS	
	FTE	\$000	FTE	\$000	FTE	\$000	FTE	\$000
FY 2006 ACTUAL	26	2,381	19	2,484	0	2	0	0
FY 2007 ESTIMATE	24	2,091	19	2,492	0	3	0	0
FY 2008 ESTIMATE	24	2,143	19	2,492	0	3	0	0

STRATEGIC GOALS: INCREASED PUBLIC ENGAGEMENT; STRENGTHENED RESEARCH; AND ENHANCED MANAGEMENT EXCELLENCE

Federal Resource Summary by Performance Objective and Program Category

Performance Objective/ Program Category	FY 2007		FY 2008		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
Increased Public Engagement						
<i>Public Programs</i>						
Engage and inspire diverse audiences	3	266	3	277	0	11
Provide reference services and information to the public	10	762	10	780	0	18
<i>Exhibitions</i>						
Offer compelling, first-class exhibitions	1	120	1	113	0	-7
<i>Collections</i>						
Improve the stewardship of the national collections	1	134	1	141	0	7
Strengthened Research						
<i>Research</i>						
Engage in research and discovery	1	54	1	55	0	1
Enhanced Management Excellence						
<i>Management Operations</i>						
Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments	8	755	8	777	0	22
Total	24	2,091	24	2,143	0	52

BACKGROUND AND CONTEXT

The Office of Communications consists of three departments: the Office of Public Affairs (OPA), the Visitor Information and Associates' Reception Center (VIARC), and Smithsonian Photographic Services (SPS).

OPA coordinates public relations and communications in conjunction with museums, research centers, and offices to present a consistent and positive image of the Institution. The Office develops programs to advance the Institution's objectives and acquaints the public with research, exhibitions, public programs, and other Smithsonian activities by working with the news media and issuing publications for staff and the public. OPA extends the Institution's communication message to the Web by overseeing content on the central website and the press room website. OPA also works with units throughout the Institution to establish and maintain guidelines and standards.

VIARC seeks to broaden the public's knowledge, appreciation, and enjoyment of the Smithsonian and to facilitate the goal of Increased Public Engagement by promoting participation in the Institution's programs and activities. VIARC also advances the goal of Strengthened Research by providing behind-the-scenes volunteers who assist staff in performing their research.

SPS enhances public access to the Smithsonian Institution (SI) through the free distribution (for educational use) of images, sales of images to publishers, and support of traveling exhibitions. In addition, SPS provides photographic support for Smithsonian administration, museums, and research centers. SPS produces images for exhibits and exhibit catalogues, brochures, posters, websites, and advertising. Additionally, SPS maintains a collection of more than three million historical images, and provides support to SI collection managers in the housing of photographic collections for preservation and research. SPS also takes the annual official photographs of members of the Supreme Court.

The FY 2008 budget estimate includes an increase of \$52,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

To achieve the goal of Increased Public Engagement, OPA directs its resources to nationwide mass-media publicity and to expanding relationships with minority communities through targeted radio and print advertising. OPA publishes the Smithsonian annual report, visitors' brochures, and *Inside*

Smithsonian Research, a newsletter devoted to scientific research. It also publishes *The Torch*, a monthly newspaper, and *Blue Bulletin*, a biweekly newsletter, to keep employees informed about Smithsonian staff projects and events at the Institution. OPA has primary responsibility for extending the Institution's communications message to the Web by overseeing content on the central and press room websites, and by working with units throughout the Institution to establish and maintain guidelines and standards.

VIARC advances the goal of Increased Public Engagement by disseminating information about public programs, exhibitions, events, and collections. VIARC has content responsibility for four segments of the Smithsonian website: Visitor Information, Events, Exhibits, and Encyclopedia Smithsonian. In addition, VIARC provides oversight and scheduling of information and end-panel placement in about 20 information signs on and near the National Mall; seven-day, year-round operation of the Smithsonian Information Center; recruitment, training, scheduling, and seven-day supervision of volunteer and staff information specialists at 15 museum information desks; operation of public inquiry mail and telephone information services, including the main Smithsonian telephone number; operation and oversight of the Castle Docent Program; and outreach to the local, national, and international tour and travel industries. VIARC oversees approximately 2,000 volunteers throughout the Smithsonian, representing one-third of the Smithsonian volunteer corps.

SPS advances the goal of Increased Public Engagement by providing access to the public through the free distribution (for educational use) of images via the Web and by supporting traveling exhibitions.

VIARC advances the goal of Strengthened Research through the "Behind-the-Scenes" volunteer program, which assists staff in performing their research. Volunteer assignments range from clerical tasks to highly complex research, conservation, and technical work.

To achieve Enhanced Management Excellence, OPA responds to all media inquiries in a timely manner with accurate, concise information, and initiates story ideas to the media about Smithsonian exhibitions, research, and programs. SPS maintains a collection of more than three million historical images and supports all SI collections managers in the documentation of collections for preservation and research.

STRATEGIC GOALS AND FY 2008 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences in a lifelong exploration and understanding of art, history, science, and culture (3 FTEs and \$277,000)

- Provide access to Smithsonian information for the public through the free educational distribution of images via the Web, sale of images to publishers, and support of traveling exhibitions

Provide reference services and information to the public (10 FTEs and \$780,000)

- Develop and maintain an integrated plan for communications, advertising, and marketing for the Institution to reach both general and target audiences
- Continue the Institution's targeted outreach campaign to traditionally underserved audiences, through radio stations (in English and Spanish), weekly newspapers, newsletters, and posters
- Recruit approximately 125 new volunteers to address normal volunteer attrition at the units' Visitor Information desks, and to accommodate the 2008 scheduled re-opening of the National Museum of American History
- Continue to provide accurate and timely information about Smithsonian events, activities, and exhibitions through 15 museum information desks and the Telephone Information Services Program in the Castle
- Update the visitor information database at least once daily
- Maintain and update VIARC's content on the Smithsonian website to ensure the timeliness and accuracy of information
- Provide documentary photographic coverage of historically significant activities such as VIP visits and opening events

Offer compelling, first-class exhibitions at Smithsonian museums and across the nation (1 FTE and \$113,000)

- Provide support for publications, publicity, and documentation related to museums and at research centers SI-wide and through SI affiliations
- Produce photographic images for exhibit catalogues, brochures, posters, websites, advertising, and for use in exhibits

Improve the stewardship of the national collections for present and future generations (1 FTE and \$141,000)

- Maintain the collections of more than three million historical images, and support all Smithsonian collections managers in the documentation of their collections for preservation and research purposes

Strengthened Research

Engage in research and discovery focused on understanding the origin and evolution of the universe, Earth and planets, biological diversity, and human culture (1 FTE and \$55,000)

- Recruit approximately 300 Behind-the-Scenes volunteers in FY 2008 to assist research programs throughout the Institution by matching skills, knowledge, interests, and availability with project requirements

Enhanced Management Excellence

Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments (8 FTEs and \$777,000)

- Respond to all media inquiries in a timely manner with accurate, concise information, generally within 24 hours
- Initiate positive stories to various media, including stories about exhibitions, research, facilities, new acquisitions, and staff
- Organize events specifically for journalists
- Publish a monthly employee newspaper, *The Torch*, and the biweekly staff newsletter, *Blue Bulletin*

NONAPPROPRIATED RESOURCES—General trust funds provide support for salaries and benefits of personnel and other related costs. In addition, these funds provide general support for information dissemination, outreach, publications, and general operations.