DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

ADMINISTRATION, OPERATIONS AND MANAGEMENT

**OFFICE OF THE ASSISTANT SECRETARY FOR PUBLIC AFFAIRS**

The Office of the Assistant Secretary for Public Affairs (OPA) is the primary conduit of news and information about the U.S. Department of Housing and Urban Development.  OPA's outreach mediums include media, intranet, internet and broadcasting.  OPA's comprehensive education and information efforts utilize state-of-the-art tools including social media.

OPA is responsible for ensuring that the public is informed about the Department's activities and about housing and urban development priorities and policies.  OPA advises the Secretary and other Department officials on all aspects of media relations and internal and external public communications issues.  The office also coordinates the public affairs efforts of all Department program areas.  OPA prepares and issues news releases.  It serves national-level reporters covering housing issues by responding to queries, issuing news releases and statements, arranging interviews posting blog posts and conducting news teleconferences.  OPA drafts and issues an average of 250 news releases annually highlighting the activities of HUD.

OPA also ensures that information provided to the news media by the Department is current, complete and accurate.  It also ensures that all applicable laws, regulations and policies involving the release of information to the public are followed so that the Department's activities are as transparent to the public as possible.  OPA's strategic and tactical planning is based in part on media monitoring, which covers all media types including print, online, television, and radio.  The monitoring service and the media distribution system are essential to the execution of the core public affairs mission.  The media monitoring service helps OPA to determine trends and to analyze and evaluate its reach in terms of media projection and it assists the agency in determining the best medium and tools to educate the public.

Administration, Operations and Management-Office of the Assistant Secretary for Public Affairs

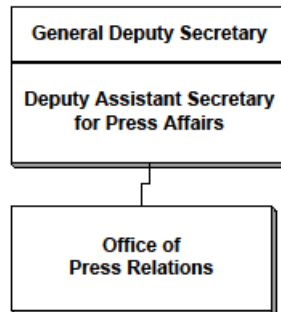## OFFICE OF THE ASSISTANT SECRETARY FOR PUBLIC AFFAIRS

| | FY 2010 Actual | FY 2011 Actual | FY 2012 Enacted | FY 2013 Request | Increase/Decrease compared to 2012 |
|---|---|---|---|---|---|
| Personal Services | $2,768,474 | $3,227,005 | $3,328,000 | $3,344,000 | $16,000 |
| | | | | | |
| Non-Personal Services: | | | | | |
| Travel | 116,368 | 72,345 | 99,000 | 100,000 | 1,000 |
| Rent, Communication, Util. | 2,890 | 1,077 | - | - | - |
| Printing | 5,737 | 229 | - | - | - |
| Other Services | 631,535 | 419,919 | 88,000 | 112,000 | 24,000 |
| Supplies | 13,061 | 17,964 | - | - | - |
| Subtotal Non-Personal Services | $769,591 | $511,534 | $187,000 | $212,000 | $25,000 |
| Total | $3,538,065 | $3,738,539 | $3,515,000 | $3,556,000 | $41,000 |
| FTE | 20.6 | 23.3 | 25.1 | 24.9 | (0.2) |

OPA is requesting 24.9 FTE's for fiscal year 2013 and $3.556 million; this is a decrease from fiscal year 2012 of 0.2 FTE and a total increase in non-personnel services of $25 thousand.

Travel will support the office's mission to publicize HUD policies and programs and respond to public and media inquiries. OPA staff participates in an array of outreach efforts to support priorities and goals established by the Secretary. Contract funding is decreasing in OPA to consolidate contracting resources and functions within the Office of the Secretary (OSEC). The funding shift will allow OPA to reduce FTEs by 0.2 and increase funding and a partial FTE in the OSEC. Remaining contract funds will primarily support critical temporary administrative personnel necessary to support senior staff, and thereby ensure an effective and efficient continuity of operations. Funding will also provide other general support to include visual arts or graphics services. HUD anticipates that amounts for budget object classes (BOCs) 2200 (Transportation of Things), 2400 (Printing), 2600 (Supplies), and 3100 (Equipment) will be minimal in certain offices. Should expenses arise related to those BOCs, they will be absorbed within the budget for non-personnel expenses.

## OFFICE OF PUBLIC AFFAIRS

```
┌─────────────────────────────┐
│   General Deputy Secretary   │
├─────────────────────────────┤
│  Deputy Assistant Secretary  │
│      for Press Affairs       │
└─────────────────────────────┘
              │
   ┌─────────────────────┐
   │      Office of       │
   │   Press Relations    │
   └─────────────────────┘
```

February 4, 2008