

INQUIRY OF THE CITY MANAGER

FROM: Councillor Michael Walker

DATE: February 19, 2008

SUBJECT: Strategic Communications Division

I am writing to inquire into the Strategic Communication Division within your office.

This key part of your office seems to be busier than in the past. Strategic Communications carried-out the One Cent Now campaign for the Mayor in 2007 and is regularly commenting on media stories on behalf of the City. At times, it appears that Strategic Communications is an extension of the Mayor's office.

In the interest of transparency, I request answers to the following questions:

1. What is the purpose/mandate of Strategic Communications?
2. How does Strategic Communications differ from the Media Relations Division?
3. When was the Strategic Communications Division first created and where was it located in the civic organization?
4. What was the budget for Strategic Communications in its first year?
5. What was the budget for Strategic Communications in 2004 and 2007?
6. What is the proposed budget for Strategic Communications in 2008?

I thank you in advance for answering my questions.

Sincerely,

Michael Walker
Councillor – St. Paul's