



Department of Employee Relations

**Tom Barrett**  
Mayor

**Maria Monteagudo**  
Director

**David Heard**  
Fire and Police Commission  
Executive Director

**Michael Brady**  
Employee Benefits Director

July 21, 2006

To the Honorable  
The Committee on Finance and Personnel  
Common Council  
City of Milwaukee

Dear Committee Members:            Re: Common Council File Number 060407

The following reallocation was approved by the Board of Fire and Police Commissioners on July 13, 2006:

In the Police Department, one position of Public Relations Manager, Salary Grade 007, held by Anne Schwartz, was reallocated to Salary Grade 009.

The job evaluation report covering the above position, including the necessary Salary Ordinance amendment, is attached.

Sincerely,

Maria Monteagudo  
Employee Relations Director

MM:pb

Attachments:    Job Evaluation Report  
                      Fiscal Note

c:    Mark Nicolini, Marianne Walsh, David Heard, Chief Nannette Hegerty, Assistant Chief Joseph Whiten, Valarie Williams and Anne Schwartz

**JOB EVALUATION REPORT**

Fire and Police Commission Meeting Date: July 13, 2006

Incumbent: Anne E. Schwartz

Department: Police Department

Present	Request
Title: Public Relations Manager	Title: Study of Position
Salary: Salary Grade 007 (\$51,440 - \$72,013)	Salary: Study of Position
Step: Step 5 (\$58,134)	Source: Department
<b>Recommendation:</b> Title: Public Relations Manager Salary: Salary Grade 009 (\$58,448 - \$81,824) New Rate: Step 2 (\$60,263)	
<b>Rationale:</b> This position has grown in the last year and a half to become a much more visible and central part of the Milwaukee Police Department. This position has a large impact on the community and a high consequence of error when releasing information about crime. The position also provides media training and coaching for police personnel, has developed partnerships with the private sector to obtain resources for the department, and serves as the Development Director for the Milwaukee Police Endowment Fund which was set up to allow individuals to make tax deductible contributions to the department for specific programs.	

**Action Required:**

In the Salary Ordinance, under Salary Grade 007, delete the title "Public Relations Manager" and under Salary Grade 009, add the title "Public Relations Manager."

**Background:**

In a letter dated December 1, 2005, Nannette Hegerty, Chief of Police, requested a study for reclassification of the Public Relations Manager position that is assigned to the Office of the Chief. This position was created in 2004 and was studied for classification at that time. Chief Hegerty indicated that this position has now taken on a number of additional responsibilities. A completed Job Analysis Questionnaire was received in June of 2006 and discussions were held with the incumbent; Nannette Hegerty, Chief of Police; and Valarie Williams, Police Department Personnel Administrator.

**Duties and Responsibilities:**

The basic function of this position is to promote positive public relations of the Milwaukee Police Department (MPD) through internal and external communications. The duties and responsibilities are as follows:

- 75% Media Relations
- Coordinate local, state and national media relations and serve as a media resource for Divisions of the MPD; work with other City Departments regarding the release of information when it involves other agencies.
  - Maintain news media contacts, respond to inquiries from members of the news media, arrange news conferences and briefings and disseminate news releases.
  - Be available to respond to scenes of critical incidents; establish and coordinate news coverage in response to public inquiries.
  - Advise the Chief of Police on media matters; train and coach MPD employees on media interviews and public presentations.
  - Supervise the release of sensitive information about victims, witnesses, suspects, agency investigations, operations and other information that could be detrimental to individuals or to the criminal justice process.
  - Work with the City Attorney's Office on Open Records issues, keep MPD's Policy and standard operating procedures relating to Open Records laws up to date, and maintain awareness and understanding of Open Meetings/Open Records laws and the First Amendment.
- 10% Editorial Functions
- Write/design news releases, brochures, flyers, reports, articles, specialized publications, and other public information materials.
  - Write speeches and opinion/editorial pieces for the Chief of Police and/or Assistant Chief of Police.
  - Represent MPD by delivering speeches to community groups in Chief's absence.
  - Oversee MPD's web site. Submit material and work with Crime Analysis personnel regarding content.
  - Write, design, and coordinate a monthly newsletter for MPD personnel.
- 10% Liaison Duties
- Serve as a liaison with the Mayor's Office, Common Council/City Clerk's Office, other City Departments, citizens, and community groups.
  - Serve on task forces and committees, and attend meetings as assigned by the Chief of Police or Assistant Chief of Police to represent MPD.
  - Keep community stakeholders aware of news involving MPD by attending community meetings and issuing press releases.
  - Act as MPD's communication liaison to state and federal government agencies in the instance of Homeland Security occurrences.
  - Interface with members of the Common Council, and other law enforcement agencies including the military, and facilitate their involvement in MPD announcements when appropriate.
- 5% External Public Relations
- Manage MPD's program of allowing the media to ride along and/or observe police activities by approving requests and working with the City Attorney's Office to ensure MPD's compliance with the program.
  - Develop community outreach programs and coordinate programs and publicity with the private sector.
  - Supply community groups with Department information when requested.
  - Maintain relationships with community groups and involve them in announcements with MPD when appropriate.

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Requirements for this position include a Bachelor's Degree in Journalism, Public Relations, Mass Communications, or related field and five years of experience in the media as a reporter or editor and as an Account Supervisor or Communications Director.

### **Changes in the Position**

As indicated in the job analysis questionnaire, the changes in this position include serving as a liaison with the Common Council and the Mayor's Office. This includes communicating daily with the Mayor's Chief of Staff regarding crime developments and upcoming events, coordinating with the Mayor's Office a response to media regarding critical incidents or events, and responding to Aldermanic requests for information regarding crime related issues in their districts. Other changes include not only responding to extreme or emergency situations on a 24-hour basis but also being one of the few people authorized to talk to the media. The only others authorized are the Chief of Police or the Chief's designee. This position also speaks on behalf of other local or federal agencies when MPD serves as the lead investigative agency; makes appearances and speaks on behalf of MPD at various community events; attends various MPD training programs to speak and report on the programs to the community; functions as a Development Director for the Milwaukee Police Endowment Fund; develops and coordinates the implementation of Web page design elements and content with the Audio Visual Specialist II and Crime Analysis personnel; and does media training for Police personnel. This position now also has some supervisory responsibility for one position of Audio Visual Specialist II and one position of Graphic Designer II.

### **Analysis:**

In reviewing this reclassification request the extent to which changes in duties and responsibilities have affected the overall nature of work and/or level of responsibility were considered. Comparisons were also made to positions that have similar functions or level of responsibility. The changes listed above have not affected the overall nature of work but rather reflect the overall strengthening of the role this position has taken in the department. For example, the position communicates daily with the Mayor's Chief of staff regarding crime developments and upcoming events; and conducts media briefings daily at 10:30 a.m., which were previously conducted by a Deputy Chief. This position serves as a liaison with Common Council Members by not only responding to questions or requests for information but also initiating calls or emails with information regarding crime or events in their District. This position also interacts with various community groups to keep them informed and receive feedback regarding their concerns.

This position's responsibility for overall coordination of media and serving as a spokesperson for critical events was heightened when the disappearance of two boys drew national and international attention for several weeks. The Federal Bureau of Investigation (FBI) assisted with the investigation. This position had to assist with the coordination of the release of information based on the activities of both the MPD and the FBI. It is recognized that a high profile case does not occur on a daily basis but there have been other incidents and court cases that have also been extremely sensitive and require much skill and judgment in coordinating the release of information and/or comments and reactions to them.

A comparison to other high level Public Relations positions in the City indicates that they perform some similar duties, such as writing press releases, arranging for press conferences, and overall coordination of media relations, but they also have some unique functions. One position of Publications and Information Manger in the City Clerk's Office in Salary Grade 009, supervises a staff of nine, and oversees the provision of communication services, including many speeches and publications for all 15 Common Council Members as well as the City's Television Station. Another

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position of Permits and Communications Manager in the Department of Public Works, also in Salary Grade 009, has some supervisory responsibility, and is responsible for permits City-wide. This position also has media responsibility for a variety of topics including those that affect public safety such as storm damage, snow removal and water main breaks.

Although the position under study has limited supervisory responsibility it does have a large impact on the community and a high consequence of error when releasing information about crime. The position has grown in the past year and a half to become a central part of the department. The position provides media training and coaching to police personnel, has developed partnerships with the private sector to obtain resources for the department and serves as the Development Director for the Milwaukee Police Endowment Fund which was set up to allow individuals to make tax deductible contributions to MPD for specific programs such as the canine unit.

A review of the management job evaluation factors indicates that the levels should be increased to reflect a change in strength and an increase in responsibility. Based on our review the management job evaluation factors should be as follows:

<u>Factor</u>	<u>Level</u>	<u>Points</u>
Impact and Accountability	9	138
Knowledge and Skill	9	130
Relationships Responsibility	8	55
Working Conditions	1	<u>5</u>
		328

Salary Grade 009 (306 - 351)

### Recommendation

Based on the above analysis we recommend this position of Public Relations Manager in the Police Department be reallocated from Salary Grade 007 to Salary Grade 009.

Prepared by: *Sarah Trotter*  
Sarah Trotter, Human Resources Representative

Reviewed by: *Maria Montenegro*  
Maria Montenegro, Employee Relations Director