

Public & Media Affairs

Budget Presentation August 30, 2012



Public & Media Affairs

Mission

To increase awareness, understanding, and participation in all areas of municipal governance by effectively communicating information about City services and programs to residents.

Departmental Budget

- General Fund \$378,257
 - 4 full-time positions
 - Departmental operations and training
- Customer Service \$167,165
 - Garland City Press
 - Video streaming services



Public & Media Affairs

Duties

- Responsible for media and public relations activities including news releases, key message development, consulting on strategies for addressing specific issues, and providing media training for elected officials and key staff members.
- Oversee website content production/administration and social media strategy.
- Oversee Citizens Request Center (GovQA) responses and administrative needs.
- Manage CodeRED administration and usage.
- Produce Garland City Press (bimonthly resident newsletter).
- Manage Garland E-News (listserv).
- Produce live and pre-production programming for CGTV.
- Coordinate meetings, activities, and events, and recruit applicants for the Garland Youth Council.



Redesigned *Garland City Press* to reflect new City brand.

Resident Feedback:

I got via email the new format of the *Garland City Press*. It is impressive! I love it! Thanks for your hard work in contributing to making our Garland a great place to live.

I noticed the new look when I received the paper copy. Looks great and even better online!

The new *City Press* looks fantastic. So professional and clean. What a great job you have done with it. I am really impressed.





Launched new website and established Web Governance Committee to develop and oversee policies related to the City's web presence.

Analytics indicate traffic increasing, including new and returning visitors.

Resident Feedback:

"great navigation"

"a pretty website, enjoying the pictures and graphics"

"It makes sense to me, I can find what I'm looking for"







Provided design services to help communicate/promote Healthy Living Expo, Neighborhood Summit, We The People Conference, and Animal Services initiatives.



2012 Neighboxhood Summit 10th Antiversary Celebrating Our Neighborhood Stories







Developed City Style Guide for use in writing for the web and public communications to increase consistency and professionalism.





Upgraded CGTV equipment. New production truck funded with PEG fees.







Hosted Youth Advisory
Commissions from across
Texas at TML's annual Texas
Youth Summit – January 2012.







Ongoing/Upcoming

- Further develop use of editorial calendar to create comprehensive and coordinated communications strategies.
- Continue enhancements to new City website and social media strategies.
- Develop e-newsletter to supplement Garland City Press.
- Develop spring event to promote safe driving for teens through State Farm grant with Garland Youth Council.

