



Media Services

MEDIA SERVICES

We're
STORYTELLERS
highlighting

**OPPORTUNITY
RISING**



The **Media Services Department** is the City of Detroit's department of storytelling.

As storytellers, our job is to share what City government and affiliated agencies are doing to ensure Detroit is a place residents are proud to call HOME and that they are aware of the many opportunities available.

CABLE PROG. by the numbers

CHANNEL 10

511

PROGRAMS BROADCASTING

189

COUNCIL CORNERS
BROADCASTING

108,467

TOTAL VIEWS



CHANNEL 21

221

PROGRAMS BROADCASTING

30

GRAPHICS PROGRAMMED

3,302

TOTAL VIEWS

CHANNEL 22

135

PROGRAMS BROADCASTING

1,608

TOTAL VIEWS

CHANNEL 68

11

PROGRAMS BROADCASTING

21

GRAPHICS PROGRAMMED

5,168

TOTAL VIEWS

TOTAL 1,118

Content Broadcasting
Across All Channels

Programming Schedule		WATCH CITY COUNCIL LIVE		COUNCIL CORNER	
Stay updated. Tune in to Comcast channel 10, AT&T channel 99, or visit detroitmi.gov/citycouncil		COUNCIL CORNER		COUNCIL CORNER	
CYCLE 1	1 Council President Sheffield: 2024 Occupy the Corner Kick-Off	CYCLE 8	64 Council President Sheffield: Industry Standards Board Meeting	CYCLE 15	189 Council President Sheffield: Renters Rights Workshop
2	2 Council President Pro Tem Tate: Tax Abatement Announcement	65	65 Council President Pro Tem Tate: 01 Monthly Meeting	190	190 Council President Pro Tem Tate: Tax Abatement Announcement
3	3 Council Member Young: Councilmember Young: Solar Video	66	66 Council Member Young: Councilmember Young: Senior Luncheon	191	191 Council Member Young: Community Leaders McDonald's Lunch
4	4 Council Member Waters: Detroit Housing Helpline	67	67 Council Member Waters: Detroit Housing Helpline	192	192 Council Member Waters: Community Leaders McDonald's Lunch
5	5 Council Member Callaway: CC School Reading	68	68 Council Member Callaway: Coffee & Conversation 8-22	193	193 Council Member Waters: CC Senior Event
6	6 Council Member Bessan: Earth Day Green Task Force Breakfast	69	69 Council Member Bessan: John Lewis Memorial Ride	194	194 Council Member Callaway: CC Sen. Trafficking Rally
7	7 Council Member Johnson: District 4 Business Update	70	70 Council Member Johnson: Health and Wellness Fair	195	195 Council Member Bessan: Save Your Home
8	8 Council Member Santiago-Ruesca: City Budget Training	71	71 Council Member Santiago-Ruesca: CC Community Meeting	196	196 Council Member Johnson: Housing Resource Fair
9	9 Council Member Darhal: 2nd Annual Fun in the Park	72	72 Council Member Santiago-Ruesca: CC Building Power Training: Budget 101	197	197 Council Member Santiago-Ruesca: Bike Ride
CYCLE 2	10 Council President Sheffield: I want to hear from you! PSA	CYCLE 9	73 Council President Sheffield: New Court	CYCLE 16	198 Council President Sheffield: Earth Day 2024
11	11 Council President Pro Tem Tate: 01 Monthly Meeting	74	74 Council President Pro Tem Tate: Tax Abatement Announcement	199	199 Council President Pro Tem Tate: Tax Abatement Announcement
12	12 Council Member Young: Father's Day with CPSA, Adult and Dad's video	75	75 Council Member Young: 'We Been Beyoncé!'	200	200 Council Member Young: South Plaza Senior Luncheon
13	13 Council Member Waters: Senior Event	76	76 Council Member Waters: Senior Event	201	201 Council Member Waters: CC Senior Event
14	14 Council Member Callaway: CC Annual Hoop 2022	77	77 Council Member Callaway: Memorial Tree Planting	202	202 Council Member Callaway: Callaway with Mayor
15	15 Council Member Bessan: Restaurant Conference	78	78 Council Member Bessan: 845 Bike Ride	203	203 Council Member Bessan: 845 Wayne State Students
16	16 Council Member Johnson: Health and Wellness Fair	79	79 Council Member Johnson: City Airport Improvements	204	204 Council Member Johnson: Housing Resource Fair
17	17 Council Member Santiago-Ruesca: Bike Ride	80	80 Council Member Santiago-Ruesca: CC Building Power Training: Budget 101	205	205 Council Member Johnson: District 4 Business Update
18	18 Council Member Darhal: District 7 Community Leadership Conference	81	81 Council Member Santiago-Ruesca: CC Building Power Training: Budget 101	206	206 Council Member Santiago-Ruesca: District 4 Organizing 101
CYCLE 3	19 Council President Sheffield: 2024 Hoop Fest	CYCLE 10	82 Council President Sheffield: People's Bills	CYCLE 17	207 Council President Sheffield: Earth Day 2024
20	20 Council President Pro Tem Tate: Tax Abatement Announcement	83	83 Council President Pro Tem Tate: 01 Monthly Meeting	208	208 Council President Pro Tem Tate: Tax Abatement Announcement
21	21 Council Member Young: Plymouth Square Senior Luncheon	84	84 Council Member Young: Dove Academy National Honor Society	209	209 Council Member Young: Community Leaders McDonald's Lunch
22	22 Council Member Waters: Land Bank Buy Back	85	85 Council Member Waters: Land Bank Buy Back	210	210 Council Member Waters: Black Minority Business
23	23 Council Member Callaway: Human and Sex Trafficking Task Force	86	86 Council Member Callaway: Holly Jolly Holiday Party	211	211 Council Member Callaway: CC Sen. Trafficking Rally
24	24 Council Member Bessan: Restaurant Picnic Program	87	87 Council Member Bessan: Generational Wealth Task Force	212	212 Council Member Bessan: Mother Latherwood's 100th Birthday
25	25 Council Member Johnson: City Airport Improvements	88	88 Council Member Johnson: 01/19 Community Meeting	213	213 Council Member Johnson: City Airport Improvements
26	26 Council Member Santiago-Ruesca: District 4 Organizing 101	89	89 Council Member Santiago-Ruesca: 2nd Annual 06 Celebration	214	214 Council Member Santiago-Ruesca: City Budget Training
27	27 Council Member Darhal: Build a Better Block Conference	90	90 Council Member Darhal: Former Sheriff Berry Napoleon Street Naming	215	215 Council Member Santiago-Ruesca: 2nd Annual Fun in the Park
CYCLE 4	28 Council President Sheffield: Black Tech Saturdays	CYCLE 11	91 Council President Sheffield: Renters Computer Gateway	CYCLE 18	216 Council President Sheffield: Renters Rights Workshop
29	29 Council President Pro Tem Tate: Tax Abatement Announcement	92	92 Council President Pro Tem Tate: Tax Abatement Announcement	217	217 Council President Pro Tem Tate: Tax Abatement Announcement
30	30 Council Member Young: Spirit of Detroit Award honoring Rosa Malone	93	93 Council Member Young: Community Leaders McDonald's Lunch	218	218 Council Member Young: Community Leaders McDonald's Lunch
31	31 Council Member Waters: Black Minority Business	94	94 Council Member Waters: Black Minority Business	219	219 Council Member Waters: CC Senior Event
32	32 Council Member Callaway: Coffee and Conversation 5-9-23	95	95 Council Member Callaway: CC Sen. Trafficking Rally	220	220 Council Member Callaway: Callaway with Mayor
33	33 Council Member Bessan: Court, Halls, Offices	96	96 Council Member Bessan: Mother Latherwood's 100th Birthday	221	221 Council Member Bessan: 845 Wayne State Students
34	34 Council Member Johnson: 01/19 Community Meeting	97	97 Council Member Johnson: City Airport Improvements	222	222 Council Member Johnson: Housing Resource Fair
35	35 Council Member Santiago-Ruesca: Senate Theater Movie Night	98	98 Council Member Santiago-Ruesca: City Budget Training	223	223 Council Member Johnson: District 4 Business Update
36	36 Council Member Darhal: Build a Better Block Conference	99	99 Council Member Darhal: 2nd Annual Fun in the Park	224	224 Council Member Santiago-Ruesca: District 4 Organizing 101
CYCLE 5	37 Council President Sheffield: 2024 Organizing for Action	CYCLE 12	100 Council President Sheffield: Renters Rights Workshop	CYCLE 19	225 Council President Sheffield: Earth Day 2024
38	38 Council President Pro Tem Tate: Tax Abatement Announcement	101	101 Council President Pro Tem Tate: Tax Abatement Announcement	226	226 Council President Pro Tem Tate: Tax Abatement Announcement
39	39 Council Member Young: Spirit of Detroit Award honoring Melissa Scott	102	102 Council Member Young: Community Leaders McDonald's Lunch	227	227 Council Member Young: South Plaza Senior Luncheon
40	40 Council Member Waters: CC Senior Event	103	103 Council Member Waters: CC Senior Event	228	228 Council Member Waters: CC Senior Event
41	41 Council Member Callaway: Honors Loyds HS Wrestling Champ	104	104 Council Member Callaway: CC Sen. Trafficking Rally	229	229 Council Member Callaway: Callaway with Mayor
42	42 Council Member Bessan: Christmas Slaps	105	105 Council Member Bessan: Save Your Home	230	230 Council Member Bessan: 845 Wayne State Students
43	43 Council Member Johnson: District 4 Job Fair	106	106 Council Member Johnson: Housing Resource Fair	231	231 Council Member Johnson: Housing Resource Fair
44	44 Council Member Santiago-Ruesca: Council Promo - Yes We Can Event	107	107 Council Member Santiago-Ruesca: Bike Ride	232	232 Council Member Johnson: District 4 Business Update
45	45 Council Member Darhal: Former Sheriff Berry Napoleon Street Naming	108	108 Council Member Darhal: District 7 Community Leadership Conference	233	233 Council Member Santiago-Ruesca: District 4 Organizing 101
CYCLE 6	46 Council President Sheffield: 2023 Senior Holiday Party	CYCLE 13	109 Council President Sheffield: Earth Day 2024	CYCLE 20	234 Council President Sheffield: Right to Counsel PSA (3 min)
47	47 Council President Pro Tem Tate: 01 Monthly Meeting	110	110 Council President Pro Tem Tate: Tax Abatement Announcement	235	235 Council President Pro Tem Tate: 01 Monthly Meeting
48	48 Council Member Young: University Prep Science & Math Elementary	111	111 Council Member Young: South Plaza Senior Luncheon	236	236 Council Member Young: Coleman A. Young Airport - Civil Air Patrol
49	49 Council Member Waters: CC Bioscience Meeting 2/24	112	112 Council Member Waters: CC Bioscience Meeting 2/24	237	237 Council Member Waters: CC Bioscience Meeting 2/24
50	50 Council Member Callaway: Callaway with Mayor	113	113 Council Member Callaway: Callaway with Mayor	238	238 Council Member Callaway: Callaway with Mayor
51	51 Council Member Bessan: 845 Wayne State Students	114	114 Council Member Bessan: 845 Wayne State Students	239	239 Council Member Callaway: CC School Reading
52	52 Council Member Johnson: Housing Resource Fair	115	115 Council Member Johnson: District 4 Business Update	240	240 Council Member Bessan: City Budget Training
53	53 Council Member Santiago-Ruesca: CC 10 Roller Cade	116	116 Council Member Santiago-Ruesca: District 4 Organizing 101	241	241 Council Member Johnson: Health and Wellness Fair
54	54 Council Member Darhal: 2nd Annual Fun in the Park	117	117 Council Member Darhal: Build a Better Block Conference	242	242 Council Member Santiago-Ruesca: Senate Theater Movie Night
CYCLE 7	55 Council President Sheffield: CTC Water Cool Gateway	CYCLE 14	118 Council President Sheffield: Right to Counsel PSA (3 min)	243	243 Council Member Darhal: District 7 Community Leadership Conference
56	56 Council President Pro Tem Tate: Tax Abatement Announcement	119	119 Council President Pro Tem Tate: 01 Monthly Meeting	244	244 Council Member Darhal: District 7 Community Leadership Conference
57	57 Council Member Young: Ms. Lewis' 100th Birthday	120	120 Council Member Young: Coleman A. Young Airport - Civil Air Patrol	245	245 Council Member Darhal: District 7 Community Leadership Conference
58	58 Council Member Waters: 0/8/24 Town Hall	121	121 Council Member Waters: CC Bioscience Meeting 2/24	246	246 Council Member Darhal: District 7 Community Leadership Conference
59	59 Council Member Callaway: Prayer Walk on Puritan Avenue	122	122 Council Member Callaway: CC School Reading	247	247 Council Member Darhal: District 7 Community Leadership Conference
60	60 Council Member Bessan: Senior Movie Day	123	123 Council Member Bessan: City Budget Training	248	248 Council Member Darhal: District 7 Community Leadership Conference
61	61 Council Member Johnson: Health and Wellness Fair	124	124 Council Member Johnson: Health and Wellness Fair	249	249 Council Member Darhal: District 7 Community Leadership Conference
62	62 Council Member Santiago-Ruesca: CC Senate Theater Movie Night	125	125 Council Member Santiago-Ruesca: Senate Theater Movie Night	250	250 Council Member Darhal: District 7 Community Leadership Conference
63	63 Council Member Darhal: District 7 Community Leadership Conference	126	126 Council Member Darhal: Build a Better Block Conference	251	251 Council Member Darhal: District 7 Community Leadership Conference

EXTERNAL SERVICES by the numbers

STAFF

Graphic Designers Creates visually compelling materials and graphics

Communications Specialists set up, operate, and troubleshoot audio-visual equipment and edits videos

Photographer captures and edits high-quality images for city events, promotional materials, and official publications

Production Coordinator manages scheduling and logistics for media projects and requests

Equipment Engineer oversees the inventory, maintenance, and functionality of all media production equipment

Broadcast Engineer ensures all video content is properly broadcasted on cable channels

MEDIA SERVICES

(videos/PSAs, taping news conferences/meetings/events, photography assignments and graphics for cable channels, etc.)

779
REQUESTS

54 Board of Police Commissioners Meetings

227 Council Corners

373 Press Conferences

40+ Opportunity Rising stories

Full-Scale Productions

State of the City

State of the Youth

Occupy the Corner

Charter-Mandated Meetings

Evening City Council Meetings

Individual City Council Member Meetings

GRAPHIC DESIGN

1760
REQUESTS

FILM OFFICE
158

Film Permit Applications

COPY CENTER **679** JOBS

PUBLICIST SERVICES

208 BULLETINS

22 news releases

49 Mayor's Update Newsletter

24 Public/meeting notices

403 Citywide emails to employees

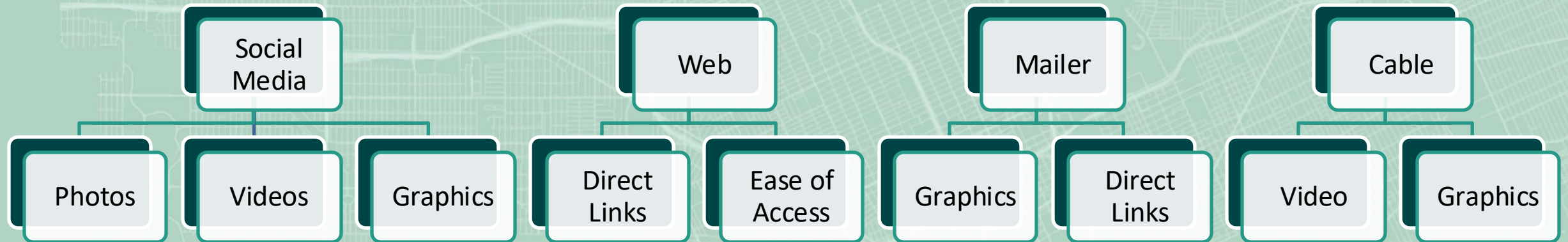
WEBSITE

Manages and curates **29,500+** web pages

Over **7 million** site visits, includes 15.5M pages viewed

MEDIA SERVICES

DIGITAL ENGAGEMENT STRATEGY



Campaign Distribution across 4 Digital Sources
for the Duration of Each Campaign

DIGITAL MEDIA by the numbers



PLATFORMS

Facebook **92K** followers
(with a reach of **957.2K**)



Instagram **168K** followers
(with a reach of **306.1K**)



X (formerly Twitter) **44.2K**
followers



Nextdoor **102,417**
community members



YouTube subscribers **48.7K**



LinkedIn **68K** followers

Threads **29.5k** followers

Bluesky **388** followers

DIGITAL MEDIA SERVICES

play a crucial role in elevating Detroit's brand presence, fostering positive digital relationships with both residents and potential visitors, and supporting the city's long-term economic health



Avg. Views Avg. Likes Avg. Shares

2.8M **93K** **15K**

Per Month Across
all Platforms

ENGAGE DETROIT Mailer

25

Shared with residents
Since Sept 2024 Launch

SUBSCRIBERS

74,158

WEBSITE

Engage Detroit website was launched in **September 2024**

Content Distribution

240

AVERAGE CAPTURES
PER YEAR

4,000+

PIECES OF CONTENT
DISTRIBUTED & CREATED

16

Content transferred to
Cable

RAPID RESPONSE by the numbers

RAPID RESPONSE SERVICES

The Rapid Response Team safeguards the City of Detroit's brand by ensuring accurate, timely engagement and mitigating misinformation.

STAFF

2025 the Rapid Response team expanded to a total of **3** staff that monitor and respond to comments across all platforms.

VIRAL MOMENT



WRITTEN RESPONSES

1,173

COMPLAINT RESOLUTIONS

359

RAPID 20+
CONTENT CREATED

POSITIVE COMMENTS

13,242

RESOURCE CONNECTIONS

191



Media Services Contractual Support

Using contractors for major events is a cost-effective solution that reduces strain on staff.

Contractual services help manage peak workloads, extended-hour meetings, weekend events and large-scale, one-time projects without overburdening our team or requiring additional full-time hires.

Contracts also help prevent wasted resources during periods of limited workload in standard operations.

KEY CONTRACT USES

STATE OF THE CITY
CHARTER MANDATED MEETINGS
OCCUPY THE CORNER
STATE OF THE YOUTH
INTERNAL CABLE SERVER
COPY CENTER



CONTRACTS vs HIRING STAFF

BUDGET ALLOCATION

- ✓ **Less than 6%** spent on contractual services.
- ✓ **92% allocated to** salaries & wages.

\$212,000

TOTAL CONTRACTUAL SERVICES BUDGET

COST COMPARISON

Staff Needed to Replace Contracts

\$120,000

CHIEF ENGINEER

\$584,159

6 COMMUNICATIONS SPECIALIST

\$704,159

TOTAL TO HIRE STAFF

\$492,159

IN ADDITIONAL COST



Contract Outreach

The marketing plan for Media Services - contracts will enhance outreach efforts to increase awareness and participation among Detroit-based businesses.

Strategies include targeted digital campaigns, digital media promotions, email distribution, and broadcast advertisements to ensure equitable access and competitive bidding.

Media Services Digital Marketing Strategy

Campaign Goal: Increase awareness and engagement among Detroit-based businesses for Media Services professional services contracts.

Target Audience: Detroit-based businesses seeking City of Detroit contract opportunities.

Campaign Duration: 2 to 6 weeks (aligned with contract bid cycles).

Call to Action: Tips and guidance on effectively participating in the bidding process.

Online Advertisement:

- ✓ **Digital Media:** City-branded flyers & 15-30 second reels.
- ✓ **Webpage:** Link flyers to Engage Detroit page.
- ✓ **Email:** Feature in the Weekly Mailer.

Broadcast Advertisement:

- ✓ **Cable TV (Channel 22):** Display flyers.



CURRENT AND FUTURE MEDIA SERVICES BIDS



THE CITY OF DETROIT OFFICE OF CONTRACTING AND PROCUREMENT (OCP), ON BEHALF OF THE MEDIA SERVICES DEPARTMENT, REQUESTS

PROPOSALS FROM QUALIFIED RESPONDENTS

to render certain technical or professional services ("Services") as set forth in this RFP to provide Audio & Video Production and Rental Equipment Services for Large Scale Events (Tier II & Tier III).



Title: Audio & Video Production Services for Large-Scale Events (Tier II & Tier III)
RFP#: 185609
Bid Open Date: March 10, 2025
Pre-Proposal Conference Meeting: Monday, March 17, 2025 @ 2:00 PM
Meeting Link: <https://tinyurl.com/AVProdTier1>
Bid Closed Date: March 31, 2025 @ 1:00 PM
www.detroitmi.gov/SupplierSupport



THE CITY OF DETROIT OFFICE OF CONTRACTING AND PROCUREMENT (OCP), ON BEHALF OF THE MEDIA SERVICES DEPARTMENT, REQUESTS

PROPOSALS FROM QUALIFIED RESPONDENTS

to render certain technical or professional services ("Services") as set forth in this RFP to provide maintenance and support to existing video control room and audio-visual systems located on the 13th floor in the Erma Henderson Auditorium at the Coleman A. Young Municipal Center. The City of Detroit holds the City Council's Committee of the Whole in this space, and Media Services' control room is the area of focus.



Title: Media Services - 13th Floor AV Systems Maintenance & Support Services
RFP#: 185353-2
Bid Open Date: February 27, 2025
Pre-Proposal Conference Meeting: Monday, March 17, 2025 @ 10:00 AM
Meeting Link: AVMaintenanceSupport.com
Bid Closed Date: March 31, 2025 @ 1:00 PM
www.detroitmi.gov/SupplierSupport



THE CITY OF DETROIT OFFICE OF CONTRACTING AND PROCUREMENT (OCP), ON BEHALF OF THE MEDIA SERVICES DEPARTMENT, REQUESTS

PROPOSALS FROM QUALIFIED RESPONDENTS

to render certain technical or professional services ("Services") as set forth in this RFP to provide Audio & Video Production and Rental Equipment Services for Small Scale Events (Tier I).



Title: Audio & Video Production Services for Small-Scale Events (Tier I)
RFP#: 185608
Bid Open Date: March 10, 2025
Pre-Proposal Conference Meeting: Monday, March 17, 2025 @ 2:00 PM
Meeting Link: <https://tinyurl.com/AVProdTier1>
Bid Closed Date: March 31, 2025 @ 1:00 PM
www.detroitmi.gov/SupplierSupport



FY26 Goals and Objectives

Cable Programming Expansion

CHANNEL 21

GOAL: Serve as a platform to highlight creative works from high school and college students, including short films, documentaries, and animation projects.

CHANNEL 22

GOAL: Continue to feature content related to City of Detroit external events. This includes live-streaming crucial activities such as press conferences, public sessions, and community meetings. In addition to, Engage Detroit Digital Media Content.

CHANNEL 68

GOAL: Exclusively focused on spotlighting works produced by local filmmakers, providing a platform for both established and up-and-coming creators to showcase their films, documentaries, and experimental projects.

Media Services will be hiring a Program Coordinator within the next 30 – 60 days to significantly enhance our programming efforts this fiscal year.



Position Restructuring

KEY OUTCOMES

- ✓ **Salary increases** to enhance recruitment and retention.
- ✓ **Competitive compensation** aligning with job requirements and market trends.
- ✓ **Improved management and oversight** for operational efficiency.
- ✓ **Career growth opportunities** within government communications.

ROLE TRANSITIONS FOR EFFICIENCY

Communications Manager II

Responsibilities split:

- **Project Manager** → External Services, Contract administration.
- **Social Planner IV** → Campaign planning, communications.

Administrative Special Services Staff 3 →

Duties merged with Project Manager to manage State of the City.

POSITIONS ELIMINATED

(BASED ON OPERATIONAL ASSESSMENT)

Communications Specialist II

→ Need reduced to 3

Chief Engineer → Cost vs. benefit analysis led to elimination.

\$35,000 budgeted for contractual services for server maintenance.



FY26 Goals and Objectives

Continue Recruitment

Media Services currently has 5 open positions. To attract new talent, the team hosted its first annual Open House.

GIVEAWAYS • ON-SITE INTERVIEWS • NETWORKING WITH STAFF

OFFICE TOUR • ON-SITE CONTENT CREATION • LIGHT REFRESHMENTS

MEDIA SERVICES OPEN HOUSE

Come join us to see the exciting things happening in Media Services.

March 12 | 11 a.m. - 3 p.m.

Find us on these platforms

For more information: detroitmi.gov/mediaservices

Register at link below or by scanning QR Code: <https://bit.ly/41kPOYL>

Talent Development

Staff members have been preassigned to complete course offerings from the City of Detroit's Talen and Development Dept. to enhance their knowledge and skill sets.

Courses Complete **36**

Courses Assigned **86**

Leadership Development

Management hosts monthly professional mentorship sessions with direct reports, covering various professional development topics.

Professional Development

Media Services is committed to the ongoing professional and personal growth of its staff.

Professional Development

Workshops Scheduled

11

84
LDDs
Scheduled

Update Engage Detroit Webpage

The Engage Detroit homepage is being updated to be more engaging and informative for viewers.

SEARCH

Engage Detroit

Your Communities Latest Programs, Initiatives, and Opportunities

Our Mission

Stay informed with Engage Detroit, your go-to source for vital updates and resources for your community. We're connecting you to essential information, including crime statistics, community violence intervention efforts, job opportunities, and reports on blight removal. Stay ahead of important city updates, from water service notifications to seasonal information. Whether you're looking for ways to improve your neighborhood or need critical services, Engage Detroit keeps you in the know so you can take action.

Get the latest on our social channels

Resources

- Detroit Police Department
- Detroit Fire Department

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