

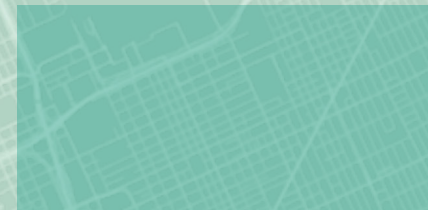
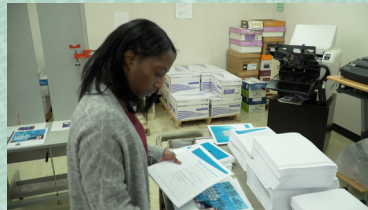


Media Services

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 associated agencies are doing to ensure Detroit is a place residents are proud to call HOME and are aware of the many opportunities available.

MEDIA SERVICES by the numbers

MARCH 2022 – CURRENT

SOCIAL MEDIA



Facebook

102K followers
(with a reach of 9.8M)



Instagram

62.6K followers
(with a reach of 1.5M)



Twitter

82.1K followers
(with a reach of 2.4M)



Nextdoor

66.2K community members
(with a reach of 174.6K)



YouTube

11.4K subscribers

MEDIA SERVICES

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

524
REQUESTS

4 meetings
a month

Board of Police
Commissioners
Meetings

18

RewardsTV videos

50

Opportunity
Rising stories

Full-Scale Productions

State of the City

State of the Youth

Charter-Mandated
Meetings

Evening City

Council Meetings

Individual City
Council Member
Meetings

GRAPHIC DESIGN

649
REQUESTS

258 Flyers & Brochures

134 Social Media &
Video Graphics

47 Billboards/Banners/
Ads/Signs

210 Other

COPY CENTER

565 JOBS

PUBLICIST SERVICES

300 REQUESTS

56 news releases

41 eNewsletters to
Residents

74 meeting/event
notices

129 Citywide emails
to employees

WEBSITE

Manages and curates
11,000+ web pages

Over **4 million** site
visits, includes 12.7M
pages viewed