



City of Detroit Detroit City Council

FROM THE DESK OF
Mary Waters, Member At-Large
2 Woodward Avenue, Suite 1340 Detroit, MI 48226

TO: Linda Vinyard, Director of Communications
THROUGH: Mary Sheffield, City Council President
FROM: Mary Waters, Councilmember, At-Large
RE: Questions on Media Services' FY 2024 Budget

- Does Media Services spend money on digital advertising to promote the City's content to users? If not, how is the team proposing to deal with the increasingly-limited reach of non-paid content on social media platforms such as Facebook and Twitter?
- How is Media Services investing in environmental sustainability with its print operations?
- Please provide an estimate of the number of Detroiters who are current cable TV subscribers who would have access to the City's public access TV channel, as well as projections for how that number is expected to change in the coming years.