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**DETROIT MEDIA**

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**To:** David Whitaker, Director  
**From:** Linda Vinyard, Director  
Media Services  
**Date:** March 17, 2023  
**Re:** **Responses to 2023-2024 Budget Analysis**

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Please find below responses to your questions sent on March 17, 2023, regarding the proposed Fiscal Year 2024 Proposed Budget for Media Services.

- 1. Please briefly explain the new expense initiatives the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new initiatives will affect in FY 2024.**

Media Services will be purchasing a Media Asset Management system (MAM) in FY 2024. This system will give us the ability to organize, share, edit and store large media files. Appropriation 28353/Cost Center 350324 will incur this cost.

- 2. Please briefly explain the new capital funding requests the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new requests will affect in FY 2024.**

Media Services will not have any capital fund projects for FY2024.

- 3. Please briefly explain the operational reform and savings proposals the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new reforms/proposals will affect in FY 2024.**

In FY 2024 Media Services will implement a software database with barcodes for equipment inventory control. This will assist us with equipment maintenance and equipment refresh. Appropriation 28353/Cost Center 350324 will incur this cost.

- 4. Please briefly explain the new revenue initiatives/proposals the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new initiatives/proposals will affect in FY 2024.**

There are none.

- 5. What are your projected performance metrics for the current fiscal year? What are your target metrics for FY 2024?**

Media Services uses weekly analytics generated from the city's social media platforms to measure our content reach, engagement, likes, comments and the number of weekly posts. Moving into FY 2024, we will be engaging on Next Door and Linked-In.



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**6. What is the marketing strategy to engage citizens and improve the City of Detroit's image?**

Media Services uses the city's social media platforms and the city's cable channels to air video content created around city initiatives that provide opportunities aimed to improve the quality of life for our residents.

**7. On page B35-10, please explain the \$215,000 reduction in the Media Services program (appropriation 28352) in FY 2024.**

The decrease is due to the Office Rent expense and Employee parking expenses are being transferred out from the Media Services as part of the consolidation of expenses.

**8. On page B34-12, Cable TV-Cable franchise fess has generated about \$5 million per year for a long time. Is there anyway to increase this revenue stream?**

We have no control of the dollar amount we receive. Cable-TV Franchise fees are generated from the client base of the Detroit cable providers.

**9. On page B35-13, please give a brief explanation for the increase of \$50,383 in Cable TV-Government PEG fees from \$2,113,980 in FY 2023 to \$2,164,363 in FY 2024.**

A modest increase of 3% revenue growth projected by the revenue conference on the PEG fee collection for FY2024.