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**DETROIT MEDIA**

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**To:** Councilmember Latisha Johnson  
**Through:** Council President Mary Sheffield  
**From:** Linda Vinyard, Director of Media Services  
**Date:** March 22, 2023  
**Re:** **Responses to Questions on Media Services' FY 2024 Budget**

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Please find below responses to your questions sent on March 22, 2023, regarding the proposed Fiscal Year 2024 Proposed Budget for Media Services.

**1. The proposed budget is about \$215,000 less than the current year. How will the budget cut affect operations?**

The budget decrease is mostly due to budget rightsizing and consolidation efforts that apply to all departments, including a decrease in employee benefits because of a change in the general city fringe rate, as well as consolidation of rent and employee parking out of Media Services' general fund budget. These budget changes will not affect Media Services' operations.

**2. What is the number of viewers for your various TV channels, and will the budget cut affect the programming?**

At the current time we are not tracking viewership on the cable channels. We will be launching an "App" that will be accessible using a SmartTV or a cell phone which will allow us to track the viewership. This will also greatly increase our reach as well as giving our subscribers and residents the ability to watch the channels free of charge.

**3. Are your staffing levels adequate for the demand for your services?**

We are meeting the demand with as much advance planning and scheduling as possible. In this hybrid environment it requires additional human and equipment resources at each event. We went from 2-3 employees (audio, video, AV setup) to now 4-5 for a full-setup event. We have increased the graphic designer team to 3 as of today with the fourth position to be filled within the next 30 days. One graphic designer will be dedicated solely to City Council graphic needs. Because social media is the newest form used to reach our residents at all ages, we are looking at ways to grow this team.

**4. Do you have adequate equipment/technology to adequately perform your services?**

Technology is constantly changing. We are always researching new developments and better options available to us. We are in the process of refreshing the various components we use for press conferences and meetings.

**5. What marketing/communications services can you provide to Council Members?**

Social media platforms, Communications Creative Services divisions, GovDelivery services, and the cable channels.