



DETROIT MEDIA

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

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

- 1. 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?**

Media Services is not budgeted to promote social content. The funds for digital ads would come from City agencies to promote their programs and initiatives.

- 2. How is Media Services investing in environmental sustainability with its print operations?**

All chemicals and products used in the Copy Center are re-cycled through the City's re-cycling initiative.

- 3. 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.**

At the current time we are not tracking viewership on the cable channels. We will be launching an "App" for your phone "Detroit Connected" that will greatly increase our reach. This will give our subscribers and residents the ability to watch the channels free of charge, and we will be able to track.