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**MEDIA SERVICES DEPARTMENT**

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**To:** Legislative Policy Division  
**From:** Jasmine Barnes, Media Services Department-Director *Jasmine D. Barnes*  
**Date:** March 18, 2025  
**Re:** Responses to 2025-2026 Budget Analysis

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Please find below responses to your questions sent on 3/12/2025, regarding the Fiscal Year 2026 Proposed Budget for the Media Services Division.

1. **Please briefly explain the agency's new expense initiatives, new capital funding requests, operational reform and savings proposals, and new revenue initiatives/proposals to be implemented in FY 2026. Please provide which appropriation/cost center the new initiative/request/proposal is impacting in FY 2026.**

The entire Media Services budget represents a restructure of departmental operations:

**Operational Efficiency:** Media Services Operations has been reorganized to strengthen oversight, enhance functionality and improve core services.

**Digital Engagement Strategy Implementation:** The creation of the Digital Media Division to ensure residents are informed and engaged on resident programs, opportunities and initiatives via social media, web, mailer and cable.

**Workforce Development and Prioritization:** The most valuable resource for Media Services is its staff. With over 90% of the budget being allocated to salaries and wages, the proposed budget reflects new titles with increases in salaries and guaranteed benefits for all staff. Some staff have elevated into management roles providing a supportive workplace for growth and opportunities.

**Technology Investments:** Establishment of a film permit processing system to enhance film production and programming responsibilities. Establishment of an online translation system to ensure that residents can access information without language barriers. Establishment of a content distribution system to increase production planning, capture and creation.

2. **Please provide the number of Media Service requests for FY2025 through February 28, 2025. How does this compare to the previous fiscal year?**

The total number of Media Services requests received is 1,420, reflecting a significant increase in operational productivity compared to the previous fiscal year. This rise indicates not only a higher demand for Media Services but also suggests improvements in our processes and efficiency.

- 3. Please provide the number of Graphic Design requests for FY2025 through February 28, 2025. How does this compare to the previous fiscal year?**

The number of graphic design requests is 1,560. This growth highlights the effectiveness of digital communication, ensures that citizens are engaged, and enhances governmental messaging and awareness.

- 4. In appropriation 28352 Media Services & Communications, please explain the rationale for combining Communications Services (cost center 350325) with Media Services (cost center 350326) in FY 2026.**

Both had similar functions and were combined to enhance operational efficiency.

- 5. The FY 2026 budgeted positions for the combined Media Services organization decrease by 4 positions from the FY 2025 budgeted positions. Please explain the impact of the decrease in positions on Media Services Office operations in FY 2026.**

The 4 positions represent vacant positions. Media Services will be able to efficiently operate with our current staff.

- 6. In appropriation 28352 Media Services & Communications, Operating Supplies decreased by 100%, \$42,645 in FY2026. Please explain how this will impact the operation.**

Operating Supplies cost were transferred to appropriation 28353 Cable TV, Operating supplies.

- 7. In appropriation 28352 Media Services & Communications, Professional & Contractual Services increased by \$38,700 in FY2026. Please explain how this will impact the operation.**

This investment will allow for improvements in copy center operations as well as improvements in resident awareness of city programs and opportunities.

- 8. In appropriation 28352 Media Services & Communications, Other Expenses increased by 100%, \$30,000 in FY2026. Please explain how this impact the operation.**

This investment will allow for an improvement in the quality of services provided by the department.

- 9. In appropriation 28353 Cable TV, Professional & Contractual Services increased by \$173,447 in FY2026. Please explain how this will impact the operation.**

This investment will enhance departmental efficiency and internal cable broadcast systems.

- 10. In appropriation 28353 Cable TV, Operating Supplies increased by 77.50%, \$31,000 in FY2026. Please explain how this will impact the operation.**

These are standard operating supplies. The costs were transferred from 28352 Media Services & Communications, Operating Supplies

CC: Honorable City Council

Vickie Thomas, Communications Director, Mayor's Office

Malik Washington, City Council Liaison