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**MEDIA SERVICES DEPARTMENT**

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**To:** Councilmember Latisha Johnson, District 4  
**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 3/10/2025, regarding the Fiscal Year 2026 Proposed Budget for the Mayor's Office.

**1. When Media Services staff isn't available to work an event, the department sometimes contracts out for coverage. How much would the expected cost be of hiring temporary employees to cover these meetings compared to contracting out?**

Media Services does not contract out coverage for events due to staff capacity. Media Services utilizes current staff to cover events. We have 6 positions budgeted to cover media services external services requests in the Mayor's Proposed FY26 Budget.

**2. Last year, Media Services stated that you are in the process of replacing outdated or broken equipment. How far along into this process is the department, and how much has been spent on replacement equipment?**

The new equipment is used to capture live events and deliver high-quality content that communicates governmental messaging to citizens on live broadcasts and social media channels. Additionally, we provide loaner equipment to Departments to ensure that all internal events can be captured effectively. The total expenditure for audio-visual equipment was \$110,737.97, while the amount spent on loaner equipment is \$12,150.00.

**3. There have been recent instances where Council meetings had to be recessed due to technical issues with the Channel 10 broadcast. What steps is Media Services taking to prevent these disruptions, and are there any budgetary needs or upgrades required to ensure reliable broadcasts?**

Media Services conducts thorough daily inspections of all broadcast equipment, including cameras, transmission devices, and audio systems, to ensure that broadcast can air as scheduled without interruption. Each inspection involves checking the functionality and connectivity of the equipment, verifying signal strength, and ensuring that all safety protocols are adhered to. In the event of an uncontrollable outage due to Comcast services, staff members are trained to initiate an immediate response by contacting Comcast support. During this call, they request an estimated time for restoration and relay relevant information about the outage to keep department leadership and city council members informed. This proactive approach helps minimize downtime and maintain a seamless viewing experience for citizens. At present, there are no budgetary requirements needed to address the prevention of a broadcast outage.

#### **4. What does the city broadcast on each of its four local channels?**

- Channel 10 serves as the main distribution channel for Detroit City Council Content
- Channel 21 will serve as a platform to highlight creative works from high school and college students, including short films, documentaries, and animation projects. This channel aims to celebrate young talent and provide emerging filmmakers with a venue to share their stories with the community.
- Channel 22 has been designated to feature content related to City of Detroit external events. This includes live-streaming crucial activities such as press conferences, public sessions, and community meetings. Viewers can expect timely coverage of city happenings that are streamed on various social media platforms, ensuring that citizens remain informed and engaged with local governance and initiatives. Additionally, this channel will include Engage Detroit content to keep residents informed and engaged.
- Channel 68 will be exclusively focused on spotlighting works produced by local filmmakers, providing a platform for both established and up-and-coming creators to showcase their films, documentaries, and experimental projects. This channel is dedicated to enriching the local film culture by offering a viewing space for innovative storytelling and cinematic exploration.

Currently, we have initiated programming on Channel 21, successfully airing content from local students. As we progress, we are planning to significantly enhance our programming efforts this fiscal year with the hiring of a programming coordinator. Our goal is to elevate the visibility of local film talent and foster a vibrant community of creators while also keeping residents connected to city council and informed and engaged on city programs, opportunities and initiatives.

##### **a. Does Media Services market these channels? If so, how?**

We look forward to launching a comprehensive outreach, engagement and marketing strategy once we have successfully filled the existing vacancies within our team. Our goal is to elevate the visibility of local film talent and foster a vibrant community of creators. We currently market the Connect Detroit app and Channel 10 consistently on social media channels.

**b. How many monthly views does Channel 10 get?**

Channel 10 generates approximately 9,039 views every month, reflecting consistent engagement from its audience. This viewership figure indicates the channel's reach, showcasing its ability to attract and retain viewers over time. Factors contributing to these monthly views include strategic marketing efforts and the channel's presence on various digital platforms, which allow for broader audience engagement.

The following annual viewing counts for cable broadcast details the total number of viewers for each channel. These figures provide insights into audience preferences and viewing habits.

- Channel 10: 108,467
- Channel 21: 3,302
- Channel 22: 1,608
- Channel 68: 5,168

The Media Services Department expects to see an increase in views once we launch an extensive outreach and engagement strategy for programming.

CC: Honorable City Council

Vickie Thomas, Communications Director, Mayor's Office

Malik Washington, City Council Liaison