



MEDIA SERVICES DEPARTMENT

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To: Council Member Mary Waters
From: Jasmine Barnes, Media Services Department-Director *Jasmine D. Barnes*
Date: March 18, 2025
Re: **Responses to 2025-2026 Budget Analysis**

Please find below responses to your questions sent on 3/14/2025, regarding the Fiscal Year 2026 Proposed Budget for the Media Services Division.

1. How is Media Services working to in-house capabilities to improve the department's ability to effectively provide media services for City Council and other municipal entities?

After a four-month operational assessment, Media Services operations and budget have been restructured for effectiveness, efficiency, and enhanced digital engagement. We have streamlined external services operations and requests which have been key in improving the delivery of services and reaching departmental goals and objectives. We have been operating in restructured operations since July 2024 and though not without challenges and room for continuous improvement, I am proud of the success we have accomplished thus far in a short period of time.

2. What steps will be taken to identify minority-owned, Detroit-based businesses to provide contractual services to the department to the extent needed, and how can the department work to build capacity in the community through effective contracting practices?

The procurement process in the City of Detroit is led and managed by the Office of Contracting and Procurement. Thus, the Media Services Department adheres to the guidelines set by the Office of Contracting and Procurement relative to outreach and engagement for city contracts. In addition to the steps taken by the office of contracting and procurement, Media Services helps to support awareness of departmental contractual opportunities through the below means:

Online Advertisement: Create City-branded graphics and a 15 to 30-second reel featuring contract bid information:

- Social media: Distribute flyers and create reels for social media platforms.
- Webpage: Link the flyer to the Engage Detroit page.

- Email: Distribute the flyer in the Weekly Mailer.

Broadcast Advertisement:

- Cable: Distribute flyers on Channel 22

CC: Honorable City Council

Vickie Thomas, Communications Director, Mayor's Office

Malik Washington, City Council Liaison