



MEDIA SERVICES DEPARTMENT

Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 333
Detroit, Michigan 48226

Phone 313•224•2100
Fax 313•224•4255
www.detroitmi.gov

To: Council President Mary Sheffield
From: Jasmine Barnes, Media Services Department-Director *Jasmine D. Barnes*
Date: March 24, 2025
Re: **Responses to 2025-2026 Budget Analysis**

Please find below responses to your questions sent on 3/18/2025, regarding the Fiscal Year 2026 Proposed Budget for the Media Services Division

- 1. There is a proposed increase of \$749,388. Are additional dollars proposed to be used for employees? What equipment purchases does the department plan to make?**

Appropriation 28352 Media Services & Communications has been combined for operational efficiency due to similar functions. There is no increase proposed.

- 2. There is a proposed increase to the number of FTE's from seven (7) to seventeen (17). Seven (7) new positions are to be digital and social media specialists. What projects are these positions to be assigned?**

The FY26 Budget was restructured to enhance operational efficiency resulting in the transfer of budgeted positions to different appropriations. There is no increase in proposed FTEs.

- 3. How many photographers and videographers does the department have? Is there a plan to increase this number to accommodate an increase in requests**

The department currently has 11 positions budgeted to support external services requests. These positions are sufficient to support external services operations.

- 4. Does the department pay competitive wages? Or does the department need an increase in pay wages**

The Media Services FY26 Budget creates both the External Services and Digital Media Divisions. As a result of the restructure, we have seen an increase in salary and wages for most staff and

assurance that all Media Services Staff have benefits. Additionally, we have seen 8 new management positions created to enhance oversight, operational efficiency and employee growth, 5 of those employees have been elevated from within Media Services or another city department. Additionally, we have created new and exciting employment opportunities for film, marketing, and creative professionals which are not always easy to access with competitive wages, especially in government.

5. Does media services have drones in their inventory? How many people on staff have a drone license

Yes, we have drones in our inventory. We have 2 staff members with drone certification.

6. How many speaker podiums does the department have? How much does a speaker podium cost?

Media Services currently has three podiums used for various speaking events. One of these podiums is designated for the mayor's office, ensuring it meets the unique requirements and branding standards associated with official City of Detroit communications. Each podium has an approximate cost of \$1,500. This investment reflects the commitment to providing a professional and polished appearance at public events.

CC: Honorable City Council

Vickie Thomas, Communications Director, Mayor's Office

Malik Washington, City Council Liaison