



---

**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](http://www.detroitmi.gov)

**To:** Councilmember Angela Whitefield Calloway, District 2  
**From:** Jasmine Barnes, Media Services Department-Director *Jasmine D. Barnes*  
**Date:** March 17, 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 Department

**1. What criteria or determinants guide the decision-making process regarding which media service requests are approved or denied?**

Our decision-making process for media service requests is guided by our commitment to prioritizing mayoral and city council events while striving to accommodate other requests as efficiently as possible. To ensure the best service, we strongly recommend submitting requests at least 48 hours in advance, though earlier submissions are always encouraged.

**2. As the City's television broadcast provider, please provide concise data on viewership and engagement for:**

Government Access Channel 10 - This channel generates approximately 9,039 views every month, amounting to an annual total of 108,467 views. This demonstrates consistent engagement from its audience and highlights the channel's ability to attract and retain viewers over time. Several factors contribute to these monthly view counts, including strategic marketing efforts and the channel's presence on various digital platforms, which results in broader audience engagement.

Additionally, the annual viewing figures for the other cable channels detail the total number of viewers for each channel. These statistics provide insights into audience preferences and viewing habits. Media Services is actively working to showcase a diverse range of content created by local film artists across multiple dedicated channels to expand and increase viewership.

Education Access Channel 22: 1,608 views

Neighborhoods Channel 21: 3,302 views

Public Access Channel 68: 5,168 views

**Is there an established process for residents to submit their programs for airing on the Neighborhoods or Public Access channels? If so, where can residents find this information? Additionally, please provide relevant data on engagement and metrics for these channels.**

Within the next 60 days, we are prioritizing the hiring of a program coordinator. The program coordinator will conduct continuous outreach to local schools, universities and filmmakers to provide free programming distribution and implement a streamlined process for submission of programming content.

**3. Does Media Services offer any internship or apprenticeship programs that provide hands-on training opportunities?**

Media Services currently participates in the Mayoral Fellowship Program and Mayoral Shadow Program. Additionally, we plan to launch a departmental internship program by the end of this year.

**4. What does a standard Media Services site survey entail when preparing for a press conference, evening meeting, or charter-mandated meeting? What specific equipment is typically required to support these services?**

Conducting a comprehensive Media Services site survey is essential for identifying potential challenges and effectively planning an audiovisual (AV) setup. This process involves a detailed assessment of the venue's infrastructure, including its layout, electrical systems, and acoustics. By understanding these critical elements, we can address any obstacles that might arise and tailor the AV setup to meet the event's specific needs. A thorough site survey ensures smooth operations and optimal results, ultimately enhancing the overall experience for both the presenters and the citizens. The equipment usually consists of cameras, microphones, audio mixers, TVUs, web presenters, speakers, audio cables, MiFi, and power cords.

**5. How does Media Services track production efficiency? Is there a system in place to monitor technology glitches or equipment malfunctions to improve service quality?**

Production efficiency within our department is monitored through reports. Our system primarily focuses on promptly reporting equipment failures and outages, allowing us to address issues swiftly and minimize downtime. In addition to this, we implement a daily inspection of frequently used equipment to guarantee that each piece is fully operational. This proactive approach helps prevent unexpected breakdowns and ensures consistent productivity. Furthermore, we conduct regular inventory checks to assess and optimize the shelf life of our equipment. By integrating these processes, we continually strive to enhance our overall operational efficiency.

**Please provide an updated organizational chart for Media Services.**

Please see the attached Media Services Organizational Chart for 2025.

**6. What percentage of Media Services' workload is fulfilled by third-party contractors or external vendors?**

The media services department utilizes contractors for major events as a cost-effective solution that reduces strain on staff. Contractual services help manage peak workloads, extended-hour meetings, weekend events and large-scale, one-time projects without overburdening our team or requiring additional full-time hires. Contracts also help prevent wasted resources during periods of limited workload in standard operations. 92% of the Media Services budget is allocated towards salaries, wages and employee benefits. Less than 6% of our total budget is allocated to contractual services.

**7. The City Council District 2 YouTube playlist on the City of Detroit Channel currently contains videos from previous council members. How frequently are these channels updated, and what is the process for Council members to access or upload content to their respective channels?**

Our team has since removed the videos featuring previous council members from the City Council District 2 YouTube playlist. Our standard practice has been to leave the removal of videos from a council member's playlist at the discretion of the current officeholder. While the City of Detroit's YouTube playlists are managed by the Media Services Department, council members can request the addition or removal of videos by submitting a request via the media request form - [Media Request Form](#).

**8. What is the approval process for:**  
**a. Utilizing the City of Detroit's official logo and branding?**

If a department is using the City of Detroit logo during the procurement process, Media Services will review it to ensure brand consistency with the City of Detroit brand guidelines and approve the logo's use in the Oracle system.

If departments are creating print and/or digital materials, including advertising, independently and not utilizing Media Services, they are strongly encouraged to follow the City's brand guidelines found on the City's website at <https://detroitmi.gov/styleguide>. If Media Services identifies materials that are off-brand, a graphic designer will contact the department and recommend a City branded redesign.

**b. Cross-posting, social media tagging, and resharing content on the City of Detroit's official social media accounts, including interactions with various departments and City Council members.**

Any content the city of Detroit is tagged in is reviewed by the social managers associated with that specific platform, if it meets the social standard, it can be reshared on the story, if it is related to a current campaign or deemed fully engaging, it can be shared on the social feed at the discretion of the department.

Interactions with various departments are a top priority for our city of Detroit social media platforms. Interactions include commenting on and resharing of departmental posts and collaborating on posts.

Any content posted with council members; our team is directed to always send and accept collaboration requests.



# 2025 MEDIA SERVICES

## ORG CHART

