

City of Detroit


CITY COUNCIL

DENZEL ANTON MCCAMPBELL COUNCIL MEMBER, DISTRICT 7

MEMORANDUM

TO: Brittni Brown, Director
Media Services Department

THRU: Council President James Tate

FROM: Council Member Denzel Anton McCampbell 

DATE: March 18, 2026

RE: FY27 Budget Hearing Follow Up – Media Services Department

Thank you again for your time and for the presentation during the recent hearing. We appreciate the Media Services' willingness to walk through current operations and respond to council's questions. As a follow-up, I have a few additional questions so I can better understand some of the issues discussed on the record and areas that may come up in future policy discussions.

- 1) How many Detroit residents access Media Services content each month across cable, YouTube, social media, and the city website? Please break that down by platform and year-over-year growth.
- 2) Across all platforms, what steps are being taken to ensure accessibility, including captions, language access, and ADA-compliant formats for residents with disabilities?
- 3) What is the current condition and age of the city's broadcast equipment and digital infrastructure?
 - a. What capital upgrades are planned in the next three years?
- 4) What redundancy exists if the broadcast system fails during a council meeting or emergency press conference?
- 5) How secure are the city's media systems, especially livestream platforms and archives, against cyber or data disruption?
- 6) If the department's budget were reduced by 10%, what services would be impacted first? Conversely, what additional services would residents receive with a 10% increase?
- 7) Media Services currently provides services to departments, nine (9) City Council offices, and the Mayor's office. With an increase in the City's multi-media presence, there have been some delays in deliverables. Please explain how the Department plans to prioritize the needs of the departments, City Council, and the Mayor.
 - a. Do the departments, City Council, and the Mayor have separate teams for assignments? If not, please explain why.

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- b. Has the department looked at adding additional staff to the various teams to increase capacity and reduce the number of assignments staff is assigned for a more balanced workload?
 - i. Please provide the number of videographers in the Department.
 - ii. Please provide the number of photographers in the Department.
- 8) This could potentially be an issue before DoIT, but has the department looked at the ability to change our webpage into multiple languages?
 - a. What would be the cost to implement a translated website?

Please do not hesitate to contact my office if you have any questions. Thank you.

Cc: Honorable Detroit City Council
Louise Jones, City Clerk's Office
Malik Washington, Director of City Government Affairs