



CITY OF DETROIT

MARY WATERS

COUNCIL MEMBER AT-LARGE

MEMORANDUM

To: Linda Vinyard, Director of Communications

Through: Mary Sheffield, City Council President

From: Council Member At-Large Mary Waters submitting memorandum relative to

Date: 3/22/2023

RE: Questions on Media Services' FY 2024 Budget

SUMMARY:

- Does Media Services spend money on digital advertising to promote the City's content to users? If not, how is the team proposing to deal with the increasingly-limited reach of non-paid content on social media platforms such as Facebook and Twitter?
- How is Media Services investing in environmental sustainability with its print operations?
- Please provide an estimate of the number of Detroiters who are current cable TV subscribers who would have access to the City's public access TV channel, as well as projections for how that number is expected to change in the coming years.

DEPARTMENTAL CONTACT:

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