



City of Detroit

CITY COUNCIL

MARY SHEFFIELD
COUNCIL PRESIDENT
DISTRICT 5

Memorandum

To: Linda Vinyard, Director, Media Services Department

From: Council President Mary Sheffield

CC: Mayor Mike Duggan, OCFO, LPD, City Clerk

Date: 3/21/2023

Re: Questions for the Media Services FY 23-24 Budget Hearing

1. According to the proposed budget, the Administration is proposing Media Services' budget be reduced from the FY 23 total of \$1,695,645 to \$1,480,094 for FY 24 which represents, approximately, a 13% decrease.
What does this decrease represent? If approved, how will this reduction impact the services you provide and staffing levels?
2. Since the advent of virtual meetings and even before, City Council, Boards and Commissions meetings have had technological issues.
What is needed from a technological and/or budgetary standpoint to resolve some of the problems the City faces when hosting and attempting to broadcast meetings? How does our technology compare to industry standards with respect to produce audio/visual material for public consumption?
3. As evidenced by the graphics shared in the Media Services Department's slide deck for this year's budget hearing, the department receives a lot of requests for services.
How many staff members does the Media Services Department currently employ? In general, how do current staffing levels mesh with the amount of media requests received annually and the services provided on a regular basis? If more staff is needed has that request been made during the budget preparation process?
4. Due to the lack of adequate staffing and presumably equipment, the Media Services Department contracts out a significant portion of the City's A/V services.
How much is spent annually contracting out A/V services? Could the City be more effective and save money in the long-run by doing more of this work in-house?

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5. The City spends an inordinate amount of funding on the printing of materials and mail-house services primarily due to the lack of the requisite equipment necessary to perform the functions in-house.

What would it take for the City to perform the majority of these services and jobs in-house in an effort to be better stewards of taxpayer funds?

6. City Council has been under pressure to utilize the Erma Henderson Auditorium for Formal Session in which a significant number of residents are in attendance. In that vein, attempts to host meetings in that space have been wrought with audio and technical issues especially related to sound and the virtual portion of the meetings.

What role does media services play in addressing the issues in the auditorium both in the short and long-terms? How many members of media services are assigned to assist with Council Formal sessions on a weekly basis? What else is needed to resolve the audio/visual issues in the Erma Henderson Auditorium?

7. In my opinion, the Media Services Department has loss some talented and dedicated employees over the last several years.

How does the compensation package for employees in the Media Services Department compare to compensation for similar media professionals in both the public and private sector? In what ways does the department invest in its employees to increase retention?