

Statements from City of Detroit Departments on Emerald Media

The Detroit Police Department

Emerald Media was successful in assisting DPD with several recruiting one-stop shop/service career fairs where we allowed applicants to complete most of the hiring process in 1 day. For example, in April and July 2022, DPD career fairs had over 150 applicants present. Emerald Media was successful in assisting DPD to fill some critical vacancies in 911 dispatch and the Telephone Crime Reporting department. At our highest vacancies of 43 for 911 dispatch in the Spring of 2022, DPD filled all vacancies by the July 2022 career fair. DPD also hired over 230 sworn officers while competing with our suburban departments. Additionally, once the DPD sworn contract was announced, Emerald Media quickly assisted us with advertising, and we had already received over 30 submissions requests from former DPD officers to return to DPD.

Katrina D. Patillo, Director
City of Detroit
Human Resources Bureau

Detroit General Services Department/Detroit Parks and Recreation

GSD's number one form of marketing is social media, and the utilization of strategic paid promotions has contributed to exponential growth in social media following, engagement, and impressions. Last year, in collaboration with Emerald Media, GSD saw exponential growth in Detroit Parks and Recreation and Detroit GSD's digital presence. Emerald Media's support of GSD's digital engagement strategy through strategic paid social promotions has assisted the department with going from 13K followers on Facebook to 106K on Facebook, which has positively impacted resident awareness of recreation programming, opportunities, and events to provide quality recreation opportunities for Detroiters right in the neighborhoods. Most recently, with Emerald Media's support in strategically boosting social media posts we saw over 20,000 residents at Easter Fun Fest at Heilmann Recreation Center, 18,000 more attendees than Easter Fun Fest 2022. Emerald Media has also helped market for Recreation and GSD content that has dramatically increased resident awareness and participation in recreation programming and Animal Control and GSD recruiting for hard-to-fill positions.

GSD also continues to see historic recruitment numbers for crucial grounds maintenance positions guaranteeing that our city parks, recreation centers, and other grounds are clean for Detroiters to enjoy. In the past, the department has struggled to fill these seasonal positions, today the positions are fully staffed with additional applicants on the waitlist.

Jasmine D. Barnes
Chief of Policy and Engagement
City of Detroit General Services Department

**Detroit Department of Public Works/Buildings, Safety, Engineering, and Environmental
Department**

It can't be stressed enough the importance of communication with Detroit residents both with immediate responses and carefully crafted education campaigns. Working with Emerald Media brought confidence that communication strategy needs would be met with excellence, precision, and thorough analytics. Timing and placement are everything in media buying. When there are community issues to be addressed, months of waiting to communicate with residents is not acceptable. Emerald was prompt and attentive while working with individual and interdepartmental campaigns.

DPW saw an immediate and substantial increase in paid pickup requests and illegal dumping reports with the "Keep Detroit Clean" campaign. The City of Detroit's collective department efforts were successfully undergirded by Emerald's experience and understanding of the specific and targeted media placement needs that would reach and engage residents.

Georgette C R Johnson
Press Secretary
City of Detroit, DPW & BSEED