



MAYOR'S OFFICE

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Date: May 5, 2023

To: Honorable Detroit City Council

From: Vickie Thomas
Communications Director
Mayor's Office

Subject: Emerald Media Contract #6005209

Cc: Stephanie Washington, Sandra Yu Stahl, Gail Fulton

Greetings Honorable Detroit City Council Members,

Emerald Media has a successful and proven track record working with various City of Detroit departments in their advertising and marketing campaigns that inform Detroit residents of the many opportunities available to them. With over 30 years of experience in media buying in the Detroit market, Emerald Media's knowledge and expertise have allowed us to connect with many hard-to-reach targeted audiences. Media campaigns by departments have been successful in recruiting police officers and support personnel from the neighborhoods, getting families to take advantage of programs in Southwest Detroit to eliminate lead in homes with children, getting families with young kids to sign up for WIC programs, and recruiting bus drivers.

The departments that will utilize this \$6-million contract will include but will not be limited to DHD, DPD, GSD, DPW, and BSEED. Each department is using its own budget to fund campaigns. A separate and smaller contract will be coming before you for grant-funded campaigns.

You will find the following attachments that provide additional information about the Emerald Media contract. They include:

- Emerald Media one-pager
- Full campaign results
- Statements from departments

Lastly, Emerald Media has agreed to have paid Detroit interns which will be an amazing opportunity for our young people to gain invaluable knowledge and experience. If you have any questions, please do not hesitate to reach out to me.