

City Channel & Public Information



PLANNING FOR THE FUTURE



Agenda

What we do.

How we do it.

Strengths/Weaknesses

What more can we do?

How else can we do it?



What We Do.



PRODUCTS AND SERVICES

Essential Functions



- Common Council & Committee Meetings
- Non-Council Meetings
 - BOZA, FPC, HPC, etc.
 - Over one dozen
- Major City Events
 - State of the City
 - Mayor's Budget
 - Black History Month



Additional Products



- Live Stream 2 Broadcasts
- Promotionals
 - Bronzeville, Girl's Day, etc.
 - Departmental Events
- Public Announcements
 - Youth Council, DPW, etc.
- City Channel Informational Billboards



How We Do It.



OUR “TOOLBOX”

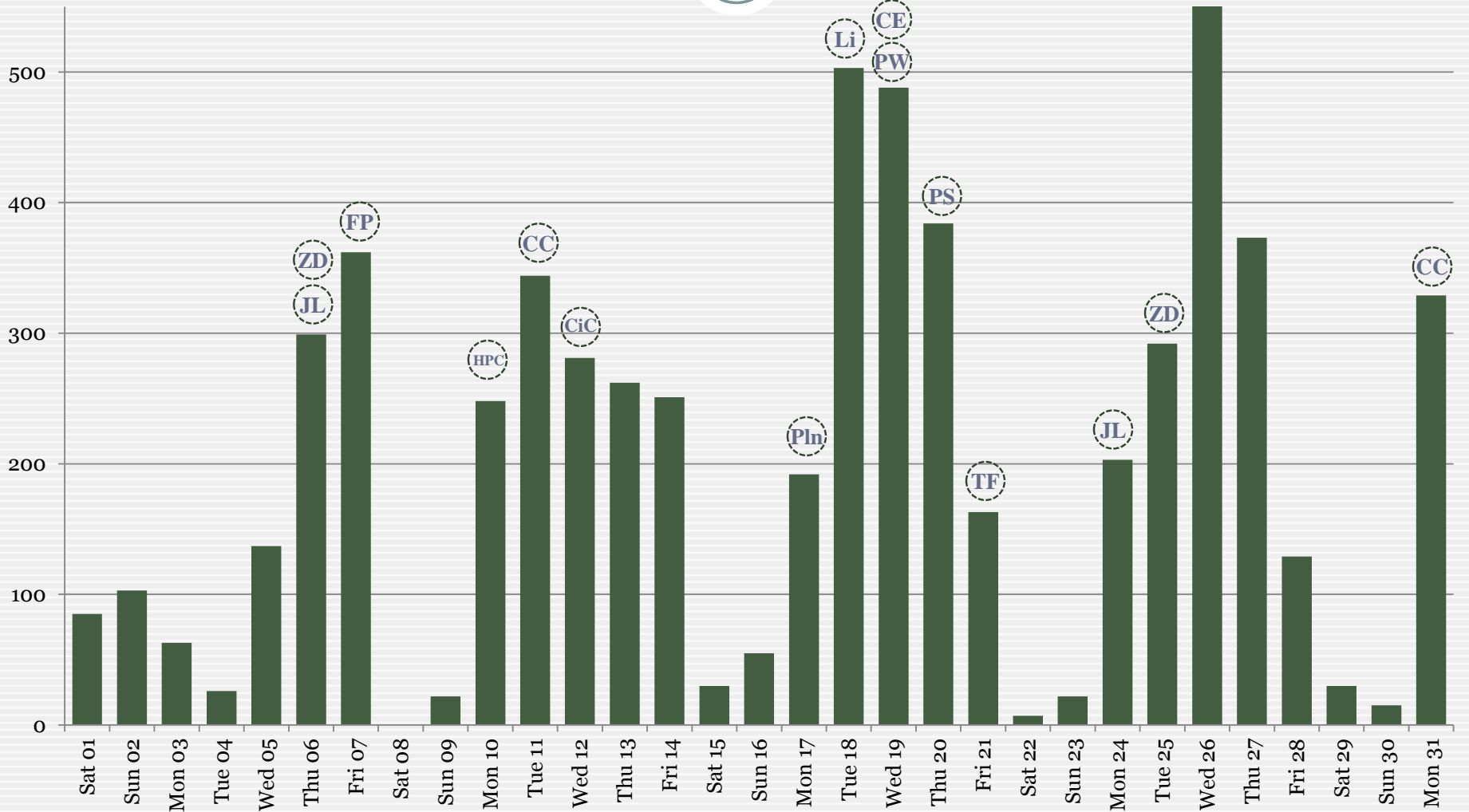
Primary Assets



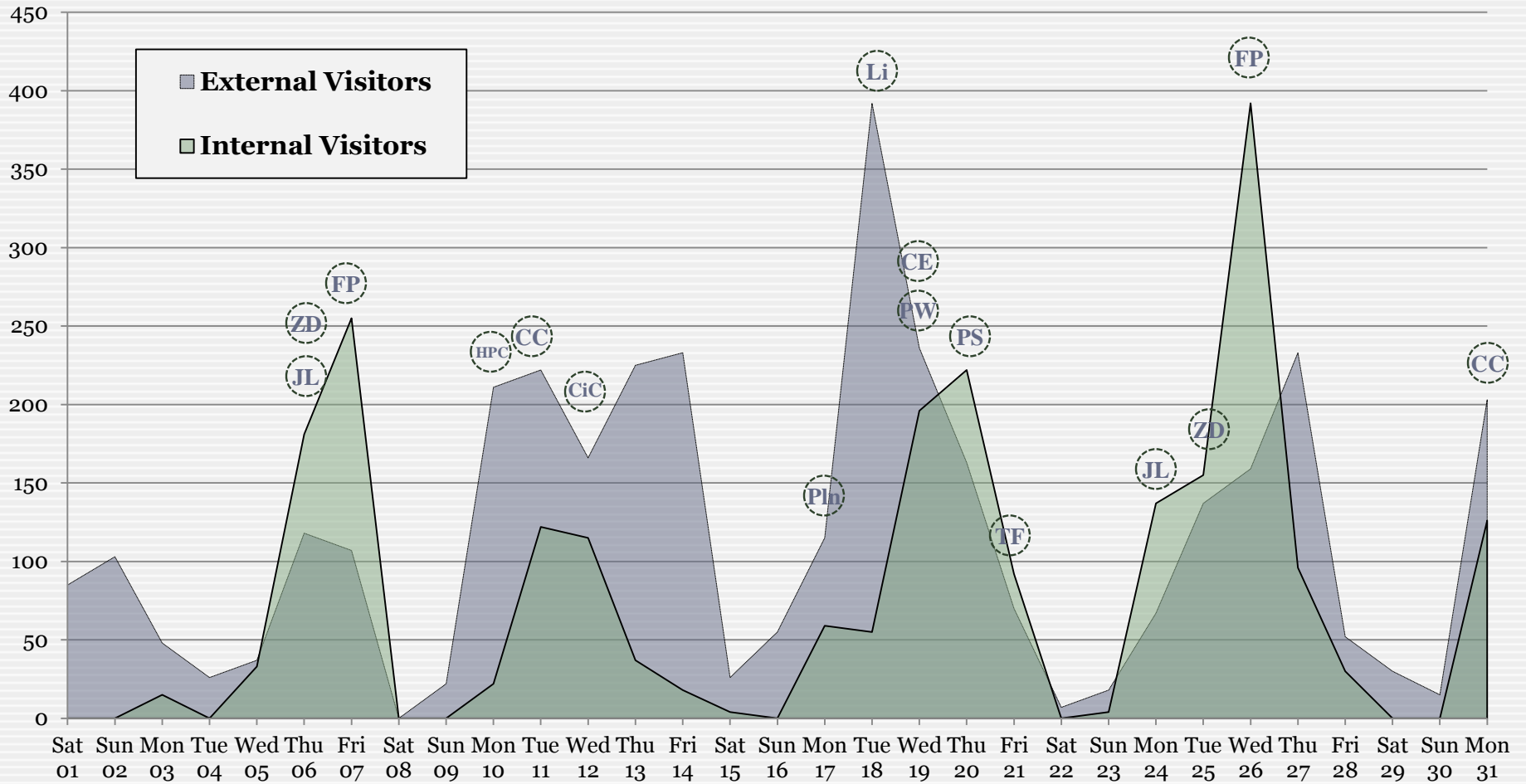
- Granicus/Legistar
- Spectrum Cable
- U-Verse



Granicus Page Views, July 2017



Internal vs. External Traffic, July 2017



Page Views by Device (Jan-Jun, 2017)



Desktop/Laptop

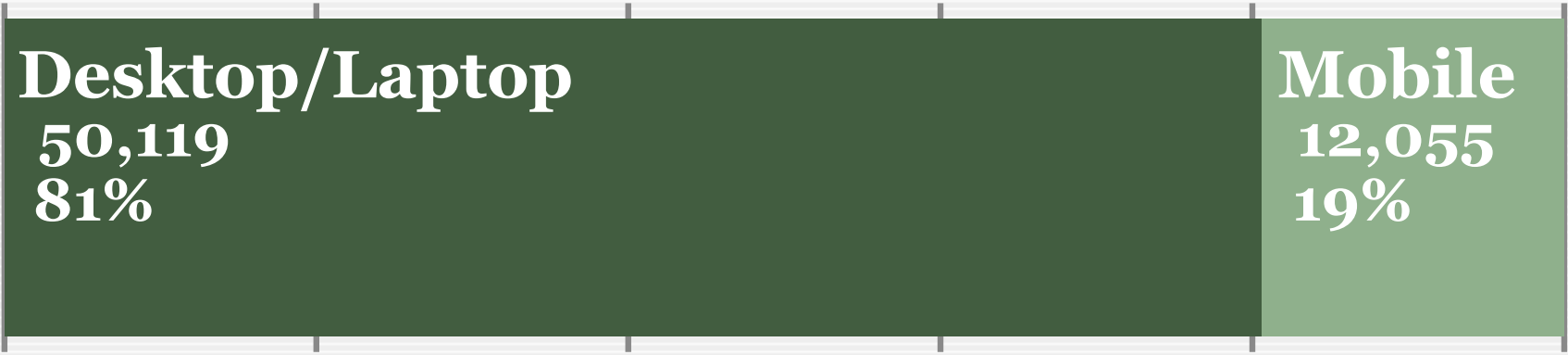
50,119

81%

Mobile

12,055

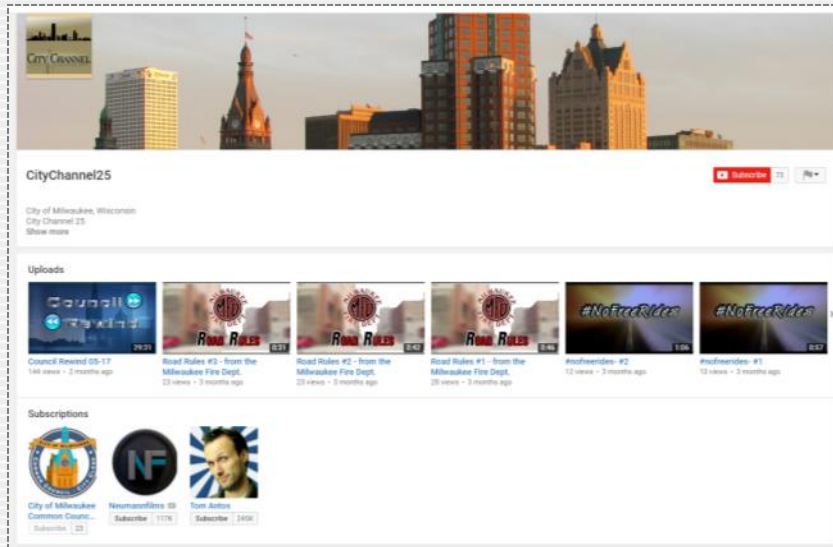
19%



Additional Tools



- YouTube
 - City Channel
 - City Clerk
- Facebook
 - License Division
 - LRB Library
- Twitter
- Local Media
- City Webpage
- E-Notify
- Newsletters, Agendas, etc.



Strengths & Weaknesses



SELF-EVALUATION

Strengths



- Exclusivity
- Transparency
- Immediacy
- Flexibility & Mobility
- Experience
- Ability to:
 - Empower
 - Teach



Weaknesses



- Not well known
- Non-interactive
- Undifferentiated
 - Do you know about us?
 - Do you know how to access?
 - Are you aware of the topics?
- Not leveraged
- Limited presentation



Underlying Principle



- Must be politically neutral

*“Milwaukee's City Channel-25 shall provide direct, non-editorial information to the citizens of Milwaukee concerning their city government. **The cable channel is not intended as a political forum nor as a mechanism for building support for a particular policy, program or issue.** Press conferences held for the purpose of providing information to the public but not for advocating a political position may be cablecast. Requests for access to the cable channel for the purpose of advocating a personal viewpoint shall be denied.”*

-City Channel Program Guidelines



What More Can We Do?



WHERE ARE WE *NOT*?

Growth Potential



- **Over the air**
 - Broadcast television
- **On your phone**
 - Video on-demand
 - Mobile-friendly website
 - Facebook



Growth Potential



- In your car
 - Radio
 - Podcasts
- On the street
 - Bus shelter ads
 - Billboards
 - Red book
 - Publr basket adds



How Else Can We Do It?



NEXT STEPS

Priority Items



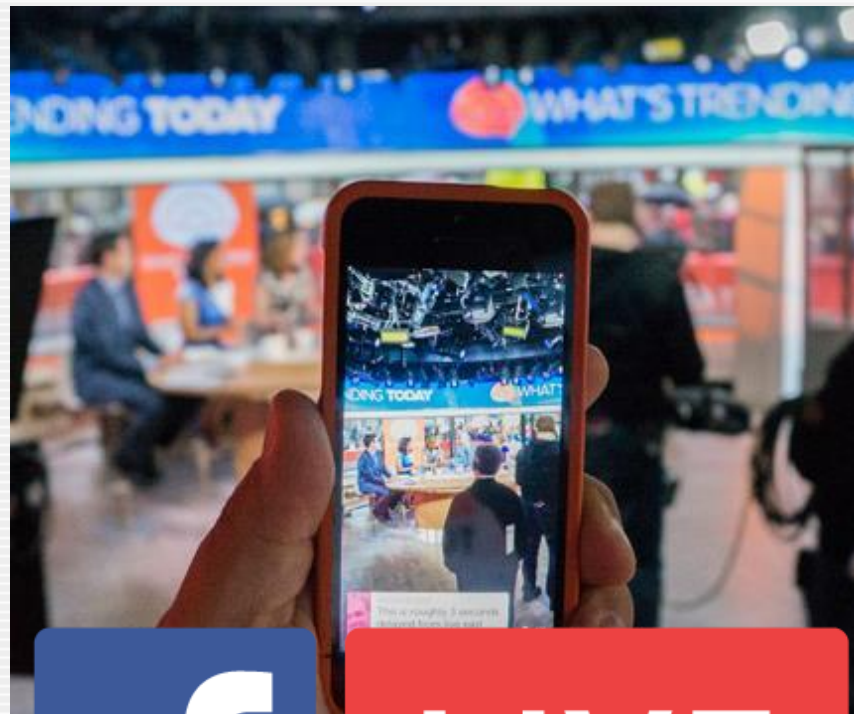
- Maintain service levels
- Resume existing tools
 - Council Rewind
 - Post-Council Interviews
- Over-the-air broadcasts



Near-Term Proposals



- Video on-demand
 - Searchable via Granicus
 - Hosting of all City videos
- Facebook (Ch. 25 & CC-CC)
 - Driving traffic
 - Promotional media
 - Small live broadcasts
 - ✦ Events
 - ✦ News conferences
 - ✦ Pivot Program



Mid-Term Proposals



- **City Channel newsroom**
 - Short (2 min.) videos
 - Granicus integration
- **Historic Videos**
 - Throw-back Thursday
 - On this day in _____
- **Milwaukee Youth Council correspondents**
 - Turning over the keys



ALD. RUSSELL STAMPER II CALLS FOR MORE INPUT ON MPD ASSET FORFEITURE

Watch Council Members discuss File #161720 at the July 11 meeting of the Milwaukee Common Council



GIRLS DAY AT CITY HALL; RE-LIVE THE HIGHLIGHTS!

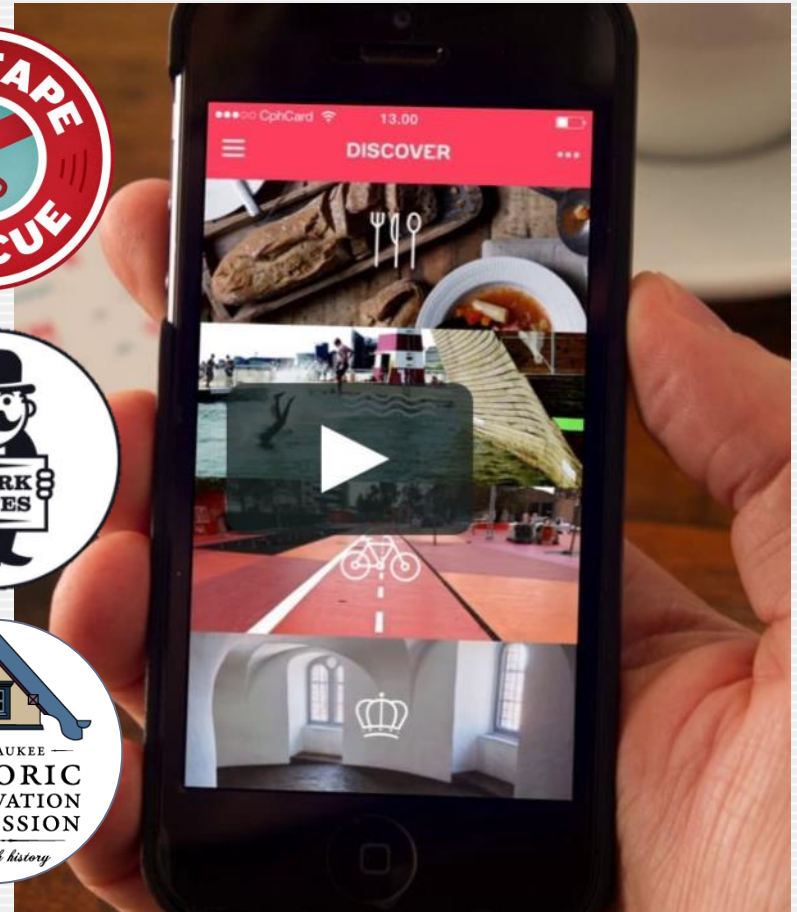
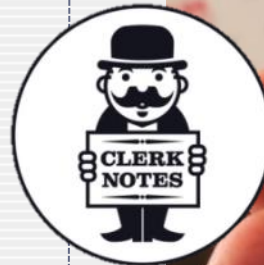


MAYOR BARRETT GIVES STATE OF CITY ADDRESS

Long-Term Proposals



- Educational packages
 - License Div. (Clerk Notes)
 - LRB (e.g. “Up to Code”)
 - HPC
- Live Q&A
 - “Ask an expert”
 - Council Members
 - City Departments
- City Channel app
- City Channel “on patrol”



Additional Considerations



- **Monitor & adapt**
 - Regular planning meetings with staff
 - Annual updates to Council
- **Standard operating procedures**
- **Council & community input**



Questions?

