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

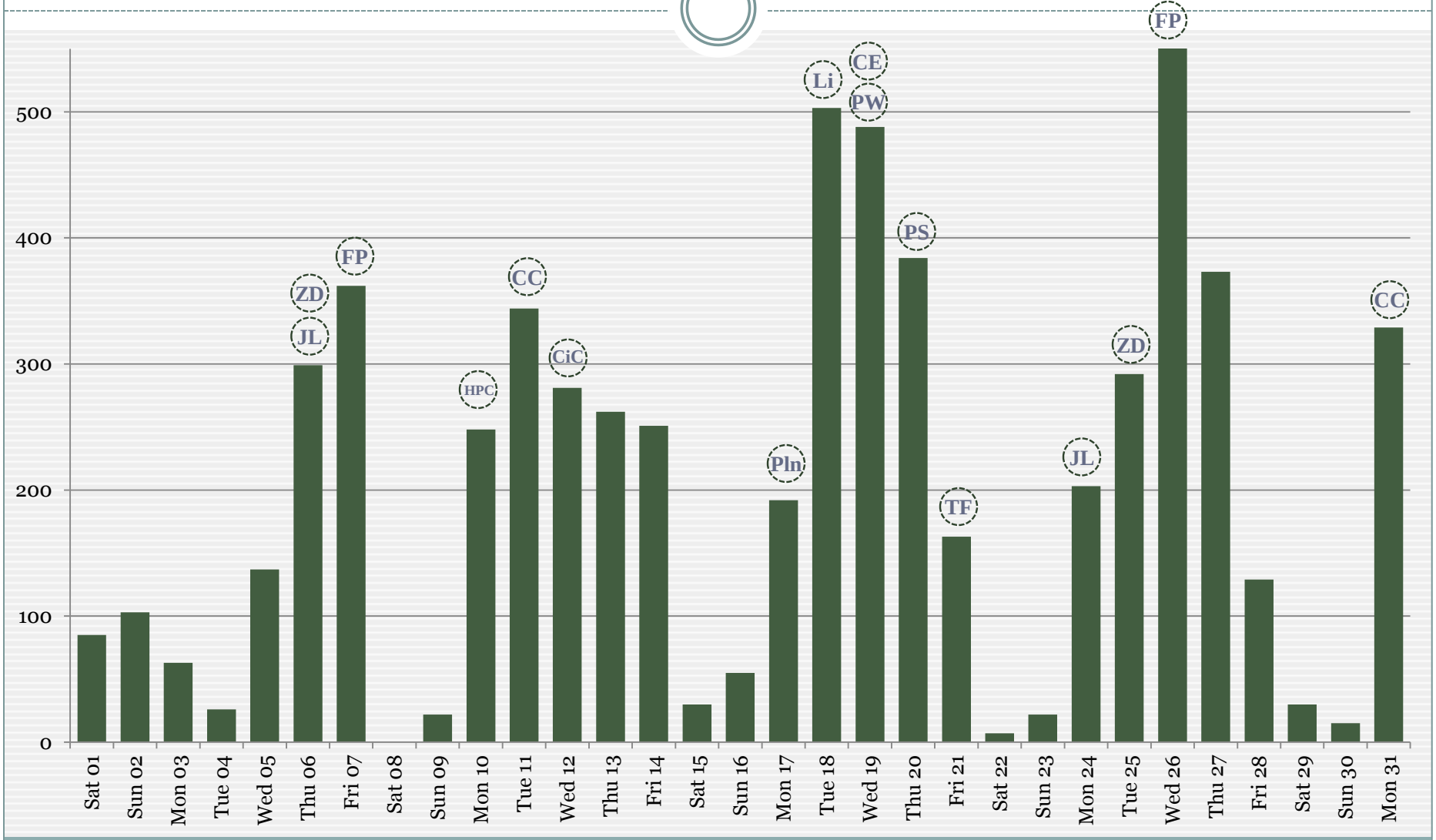
How We Do It.

OUR “TOOLBOX”

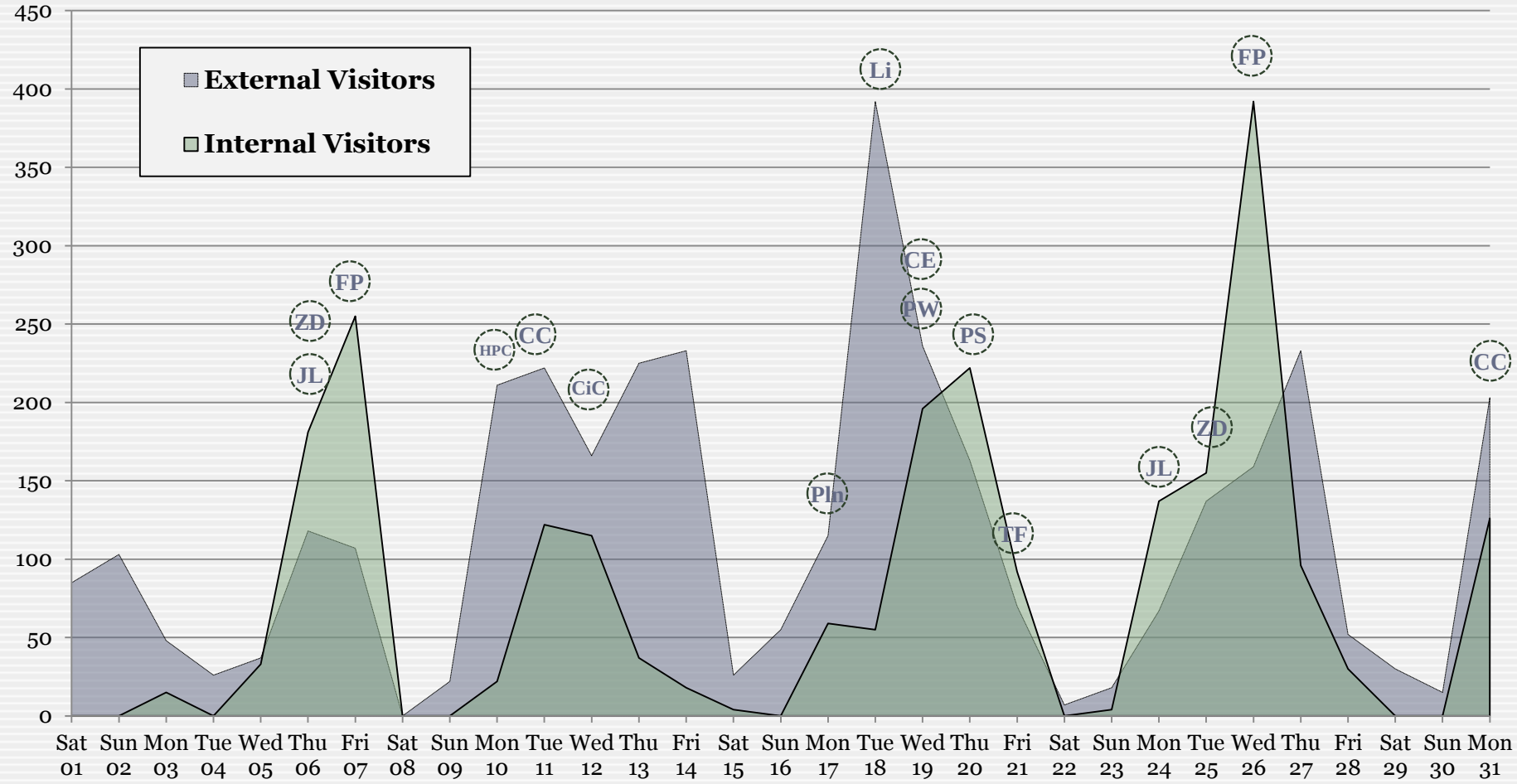
Primary Assets

- Granicus/Legistar
- Spectrum Cable
- U-Verse

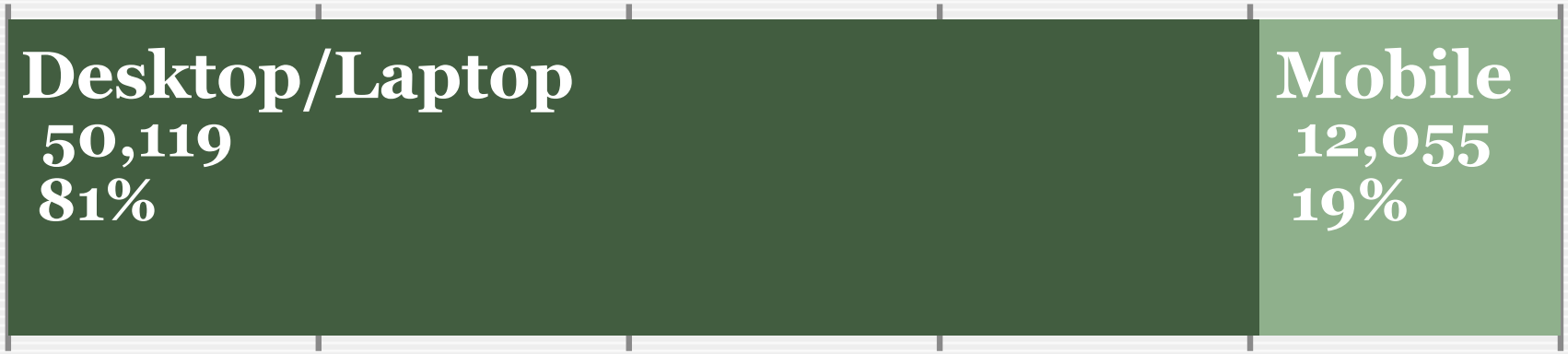
Granicus Page Views, July 2017



Internal vs. External Traffic, July 2017

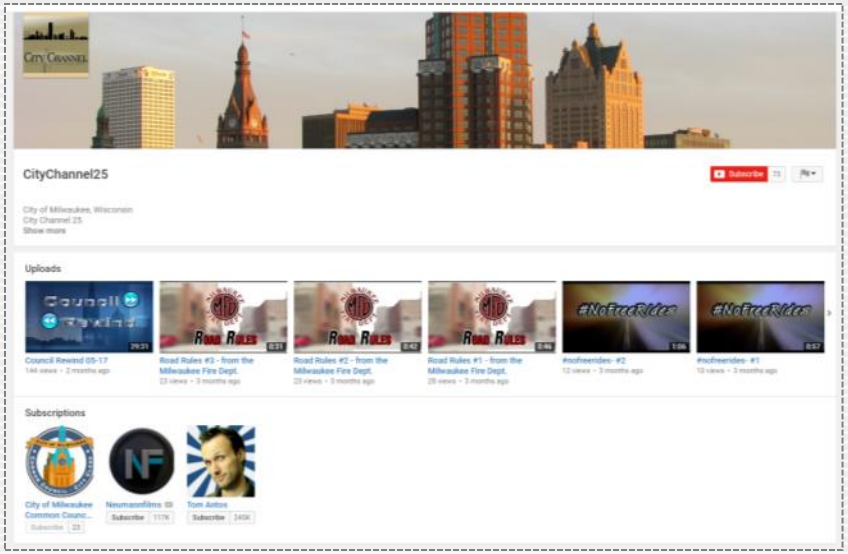


Page Views by Device (Jan-Jun, 2017)



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
  - Bublr 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

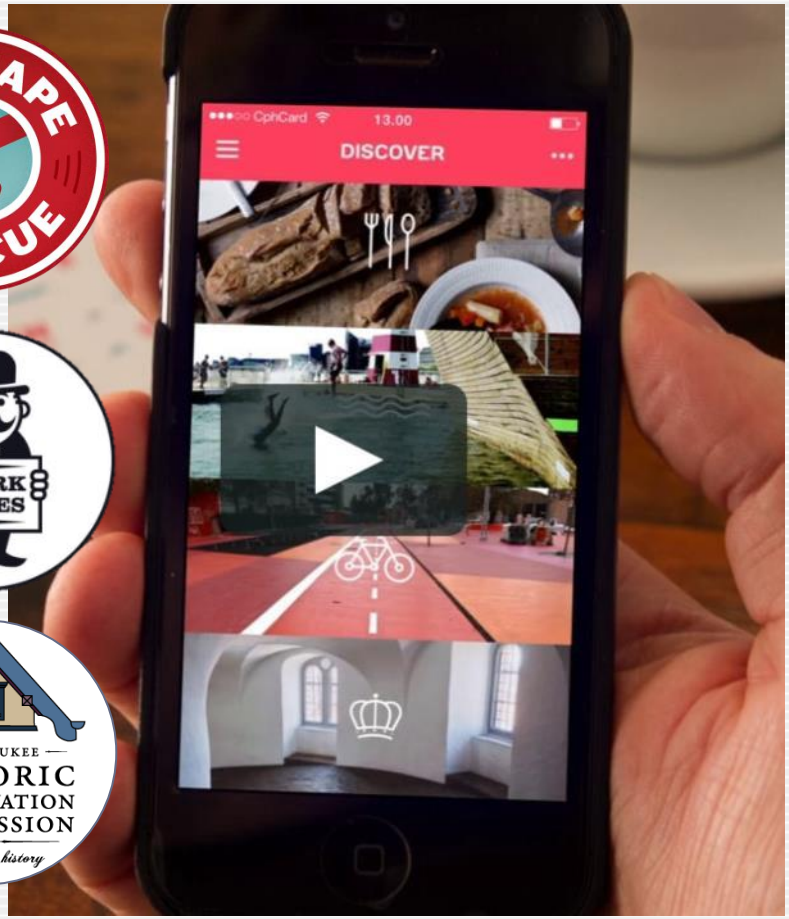
- Video on-demand
  - Searchable via Granicus
  - Hosting of all City videos
- Facebook (Ch. 25 & CC-CC)
  - Driving traffic
  - Promotional media
  - Small live broadcasts
    - Events
    - News conferences
    - Pivot Program

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

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?