# Communications & Marketing



February 8-9, 2018
2018 City Council Retreat
Carla Banks, Director

#### **Newsletters:**

- At Your Service
  - Monthly distribution in the City's water bill and hits approximately 90,000 homes
  - Promotes City news, events, Council meetings, programs and more.





Parks and Recreation Earns National Accreditation

The Commission for Accreditation of Park and Recreation Agencies (CAPRA) has re-eccredited Greenaboro Parks and Recreation.

The City department is one of only 155 across the country and 11 in North Carolins to have earned this accreditation. This is the third time the department has received mattonal recognition for excellence in operations and service.

To achieve accreditation, CAPRA reviewed the department's compliance with 151 professional standards and visited City facilities.

Lead Safe Program Applications Now Being Accepted



The City's Neighborhood Developmen Department is now accepting applications for residents in need of lead paint hazard remediation and healthy homes repairs. The US Department of Housing and Urban Development has asserted the City a \$2.9 million grant to combet lead paint and other home hazards in owner-occupied and rental properties built prior to 1976.

Lead poisoning is a major public health problem affecting nearly half a million children under the age of six. Learn more at www.greensboro-nc. gov/LeadSefe. Do you qualify for lead point remediation assistance? Find out at www.greensboro-nc.gov/ Program@gbellty. Applications are on that Program Eligibility Web page.

Guilford Metro 911 Employees Receive State Recognition

Receive State Recognition
Three Guilford Metro 911 employees
have received Association of FublicSefety Communications Officials/Metional Emergency Number Association
(APCO/MENA) state awards.

Melania Neal, Guilford Metro director, received the state Director of the Year Award. Neal, eath Guilford Metro since 1999, serves on the Punding Committee for the NC State 911 Board and is first Vice President of NC APCO.

The state Telecommunicator of the Year Award went to Greg Cobb, who has been with Guilford Metro since 2004. Cobb is a certified training officer and a master emergency communications specialist.

Andrew Hervey received the state Radio Prequency Technician of the Year Award. Hervey, who joined Gufford Hetro in 2010, creates radio templates for the department's communications needs. He has been the supervisor of the technical services division since 2014.

Neighborhood Development Department Has New Director

Stan Wilson is the City's new Keighborhood Development Department director. Wilson served as essective director of the Greenville County Redevelopment Authority in



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Altend a City Council Meeting Greensboro City Council meets at 5:30 pm on Tuesdays, November 21 and December 5 and 19. Meetings are open to the public and air live on Greensboro Television Network. Paview the council's full meeting schedule at www.greensboro-mc.gov.

City Offices Closed 3 Days

City offices and facilities close December 25, 26 and 27 in observance of Christman

Tresh and recycling collections on Monday, December 25, take place on Ruseday, December 26, and Tuesday's take place on Wednesday. December 27.

Questions? Call the City's Contact Center at 336-373-CITY (2489).

let the foliday spirit

or Cales

a Greensbor Onstorio Singers,
ducted by Jay O. Lambeth, will
tyou into the holiday spirit early
tyear with their Saturday, Dehole 2 OPUS concert featuring
adel's Messish. The free concert

ity Again Participates in

n Saturday, December 16, the by's forest Lawn Cemetary will noe again participate in Wreaths cross America, a program dedited to placing wreaths at veter-

continued on back



#### **Newsletters:**

- G-Team
  - Monthly newsletter distributed via e-mail to all City employees.
  - Features a message from City Manager Jim Westmoreland, news from HR and IT as it relates to staff, profiles, events and more!





#### **Newsletters:**

- City Connections
  - Monthly e-newsletter distributed through Mail Chimp is published the fourth Monday of every month and includes City news and information.
  - Residents must sign up to receive this newsletter.

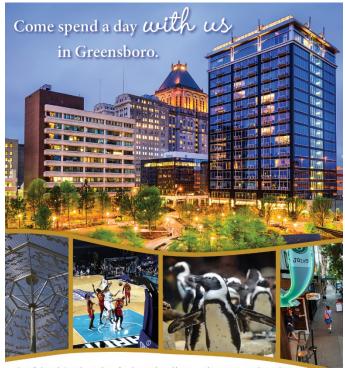
#### **Newspapers:**

- *Hola Noticias* (weekly distribution of 8,000)
- Que Pasa (weekly distribution of 16,000)



### Magazines:

O. Henry, Seasons, Black Business Ink and Black Pages USA



Centrally located, Greensboro is the perfect place to relax and be immersed in entertainment. Dine with a selection of more than 500 restaurants and shop till your heart's content. Explore our 90 miles of trails and greenways, walk the Downhown Greenway, take in a game at the Greensboro Coliseum, plan a trip to the Greensboro Science Center or our downtown parks. Visit the Greensboro History Museum and learn about our history. We can't wait to share Greensboro with you!

WWW.GREENSBORO-NC.GOV





## **Greensboro Television Network**

## **Popular Programs:**

- FYI Weekly
- Mayor's Minute
- Building Bridges
- This is Greensboro
- Greensboro Business Profiles
- Made in Greensboro
- City Manager's Minute
- Behind the Badge
- Council Connections











## **Electronic and Social Media**

- GTN TV Broadcasts City programming 24/7
- City Website In 2017, there were 1,027,408 users visiting our website



Twitter
44,500 followers
5.1M impressions
in 2017



**Facebook** 

9,975 followers 1.9M views in 2017



YouTube 733 Subscribers 350,151 views



Instagram2,496 followers

**GREENSBORO** 

# **Marketing Materials**

## **Print Shop Projects:**

- Brochures
- Postcards
- Flyers
- Posters
- Calendars
- Business Cards
- Annual Reports
- And more!





## **Contact Center**

- Callers speak directly to a City Services Representative (CSR)
  who can provide residents with the information they need.
  An average of 1,000 calls are answered daily.
- Call Center hours are Mondays through Fridays, 7 am to 6 pm.
- There is also a live chat feature through a video phone, available from 8 am to 5 pm.
- This system allows the CSRs to quickly and efficiently pass information to multiple departments in the city, so questions are answered and work is done as quickly as possible.

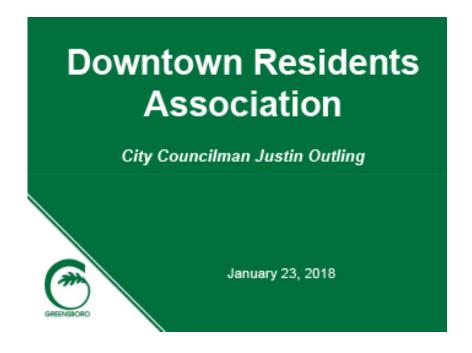


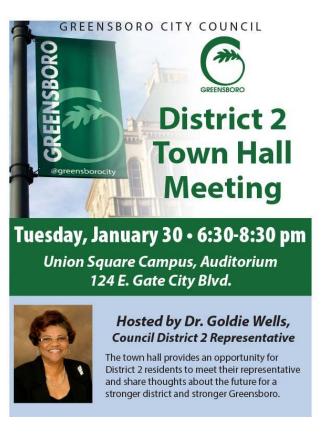
## City Council Assistance

 Provide information to support Council with Welcome Remarks or Speeches for community events

Prepare flyers, news releases and presentations for Town

Halls and similar events







## **Media Relations**

- Contact media representatives to inform them of stories, field requests, provide information & coordinate interviews.
- Coordinate press conferences, as needed and work with media to ensure attendance and coverage
- Engage media on social media to promote news coverage and create good will relations.
- Create approximately 250 news releases annually, promoting City events, programs and more.





## **Future Focus Areas**

## **Build stronger relations with Neighborhood Associations**

- Make CMO and Department Heads aware of community events and meetings they should attend
- Guide to City Government booklet will be designed as a civic education tool, outlining various aspects of City operations

### Strategy to develop and publish City stories in 2018

 Host Media Check-Ins to maintain open lines of communication with reporters and promote our services, projects, employees, etc.

# Strategy for more proactive response to current/ongoing issues concerning the community

 Work with CMO and Department Heads to identify issues of public interest and provide facts via supporting documents or website