

Memorandum



CITY OF DALLAS

DATE November 26, 2014

TO Honorable Mayor and Members of the City Council

SUBJECT **PIO Communications Plan**

On Wednesday, December 3, 2014, the City Council will be briefed on the PIO Communications Plan by Sana Syed, Public Information Officer. The materials are attached for your review.

If you have any questions, please let me know.

A handwritten signature in blue ink, appearing to read 'A.C. Gonzalez', written over a circular stamp or mark.

A.C. Gonzalez
City Manager

c: Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

DALLAS



PROJECT

CITY OF DALLAS PIO COMMUNICATIONS PLAN

PART I ONE YEAR PLAN

PART II TWO-YEAR GOALS

What We Plan to Do

- * **Connect** with people wherever they are, however they best receive information
- * **Be proactive**, not reactive
- * **Share** our stories in engaging, creative ways
- * **Enhance** use of public access channels, website, radio station, social media and traditional media



Our Values

3T'S

TRANSPARENCY

Being open, accountable and honest when we share information with citizens

TIMELINESS

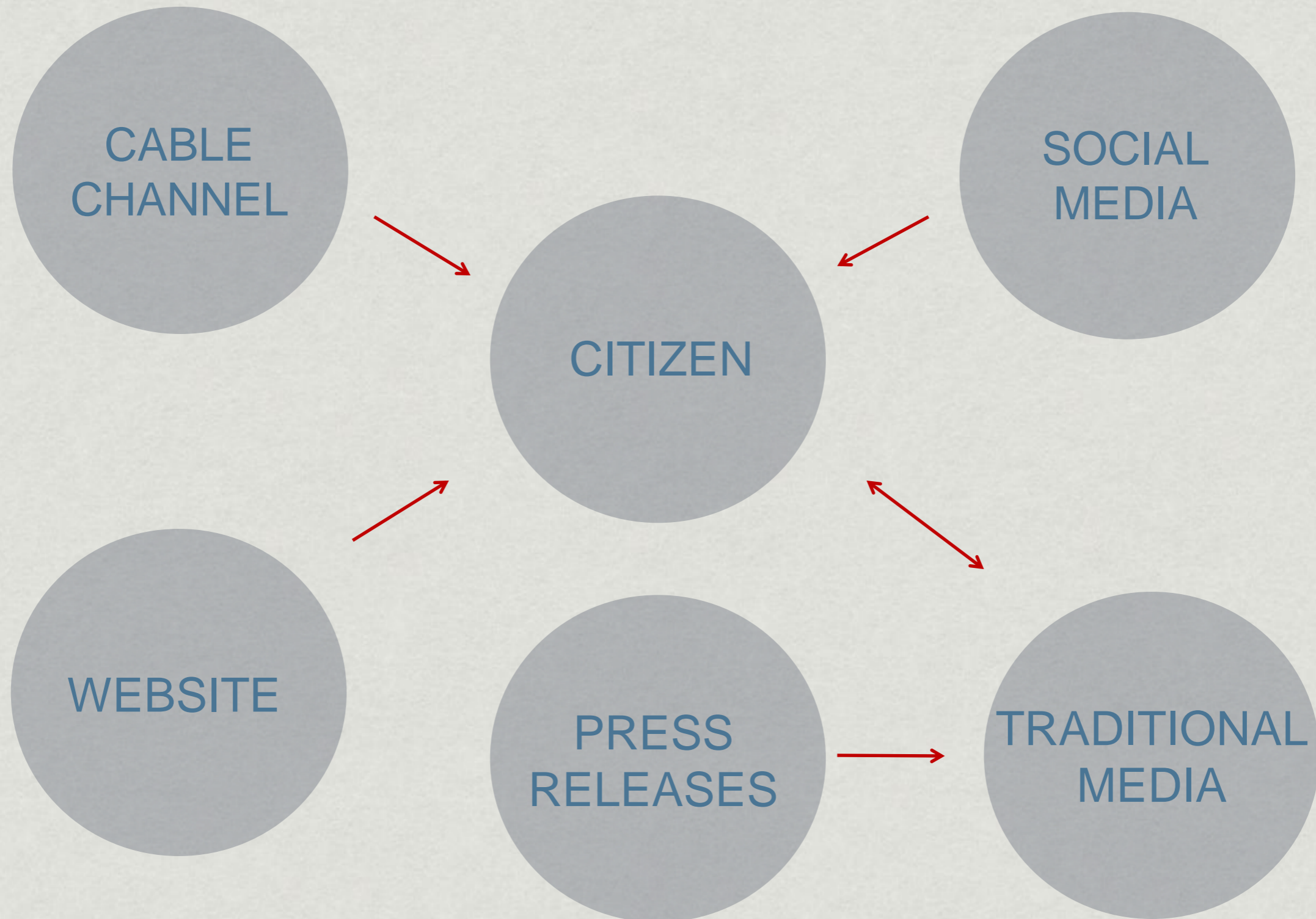
Recent events have higher value to the public

TRUTHFULNESS

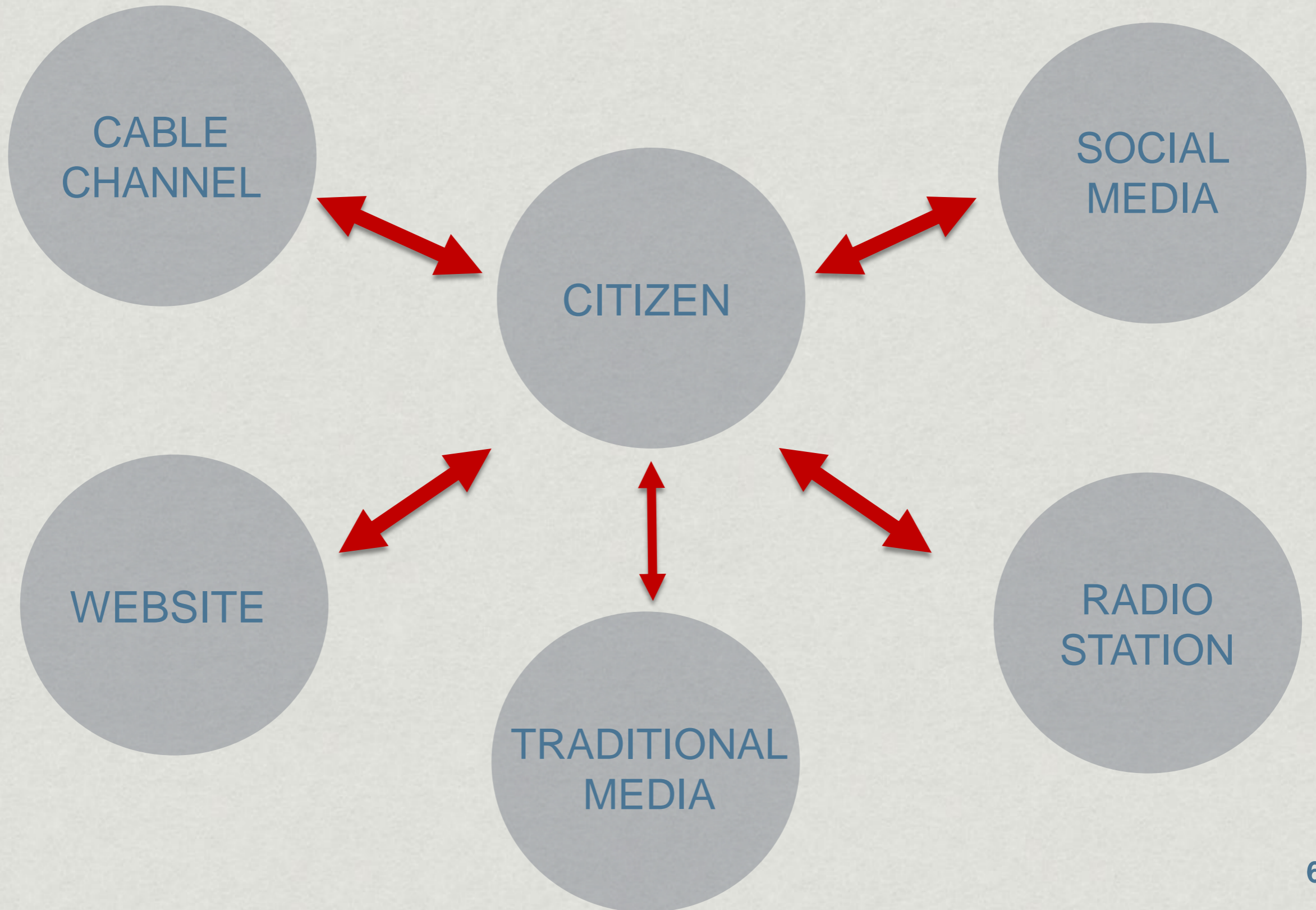
Shows our virtue and commitment to citizens

ONE YEAR PLAN

PIO COMMUNICATIONS ECOSYSTEM TODAY



PROPOSED ECOSYSTEM



October Activities

1,459 ORRs



67 FB Posts
557 Tweets



26 Videos



32 Releases

Press Releases

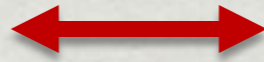
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26 Articles



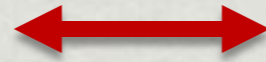
Cable Channels



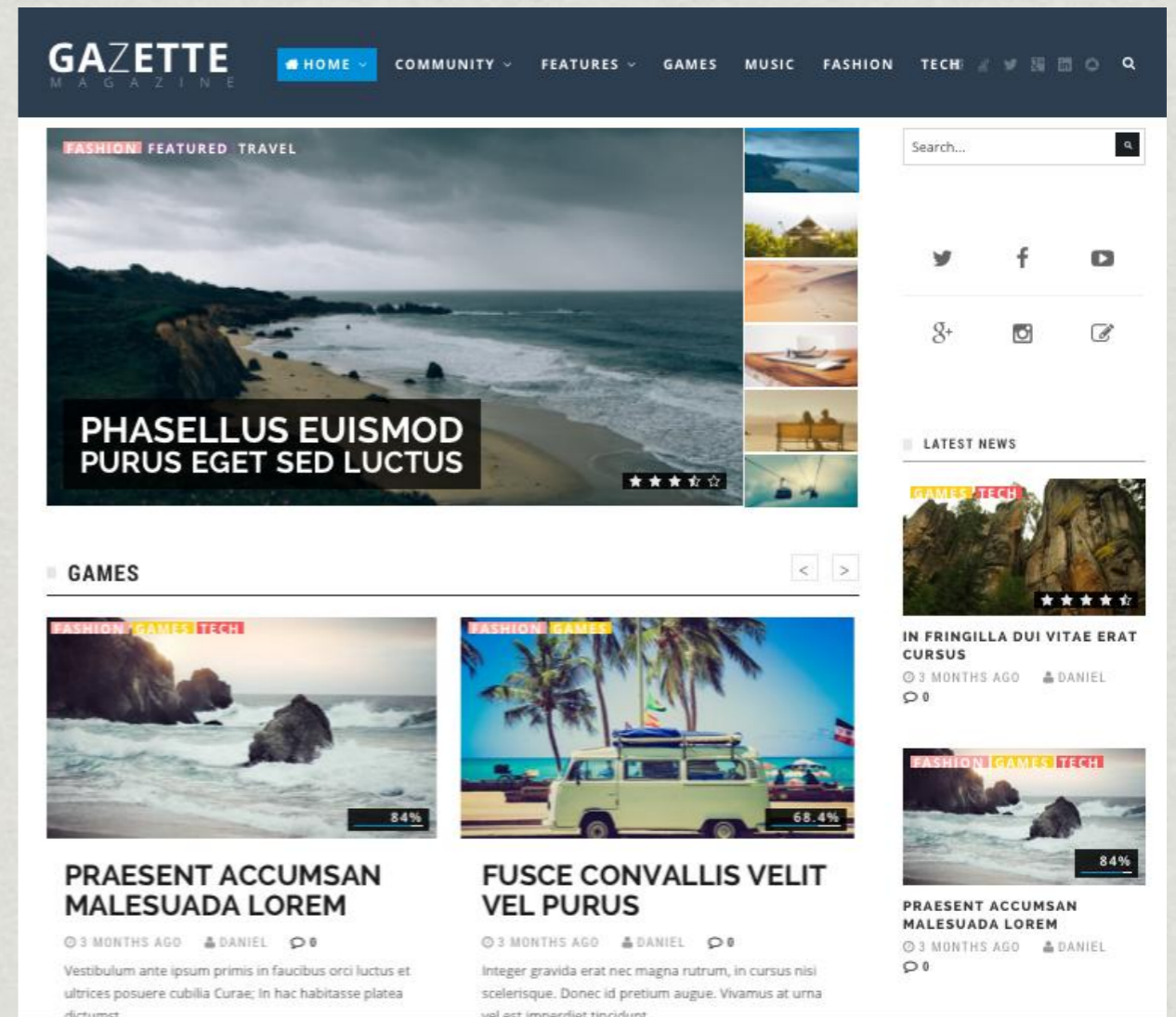
- Four channels
 - Meetings
 - Community News
 - Education
 - Events
- Equipment Upgrades
 - Chamber, Briefing Room, L2 Studio



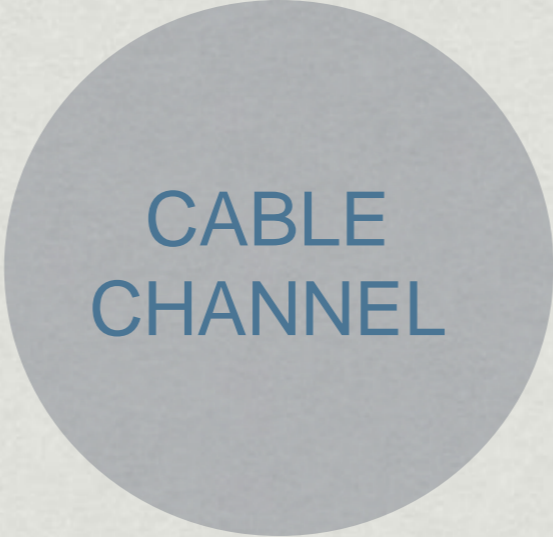
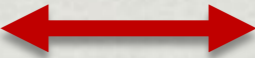
Website



- New WordPress website to showcase articles, photos and videos
- Allows for comments, surveys
- Connects public to stories related to city news and events
- Provides content to share on social media



Social Media

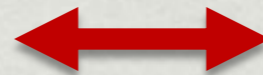
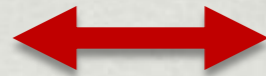


CABLE
CHANNELS

WEBSITE

RADIO
STATION

SOCIAL
MEDIA



Council Meetings
Committee Meetings
Tele-Town Halls
All A.C.CESS
Talk Dallas
Educational Programming
Community Videos
Articles
Photography
Music



Sharing Our Stories

Regional

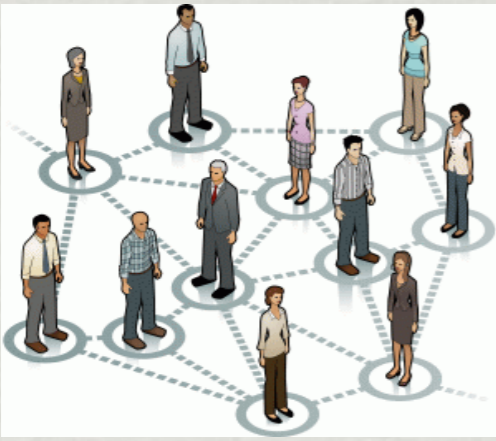
National

International

It is crucial to find stories that would appeal to audiences of different backgrounds, in different cities.

We will be able to showcase Dallas in a positive light to different audiences when we regularly start sharing those stories.

TWO-YEAR GOALS



50% - Increase social media reach



25 - videos and articles monthly



5-10 Positive Dallas stories on traditional media outlets every month



1 – new studio space in the Dallas Public Library



1 - Communications and Policy Institute

Studio Construction

Est. Completion Date:12/31/2015

- L1 Studio Space – Dallas Public Library
- Three studios
 - City Programming
 - Roundtable Discussions
 - Educational Programming
- Outreach already made to DISD, Parkland Hospital, DART and DCCCD

The Communications & Policy Institute

- The country's first center for education and research focused on communications and urban policy, specifically related to Dallas
- Potential partners: SMU, UTD, UNT, TCU, UTA, George Bush Presidential Library, Federal Reserve Bank of Dallas, Poynter Institute, NYU
- Studio, instructor lab/research area
- Proposed launch date: August 2016

Questions?