

MADISON PARKS

Public Information Office

Board of Park Commissioners Presentation

Ann Shea, Parks Public Information Officer

August 14, 2021



Media

- Madison Parks in the News
 - typically distributed most Mondays
- Top Stories this Quarter
 - Reindahl Park
 - Geese
 - Carts in Parks
- Telling Our Story
 - Working with reports to tell our stories

MADISON | ORDINANCE REVISION

'Better dogs than donkeys': A year after dogs were welcomed in most Madison parks, response is largely positive

Molly DeVore
Jul 14, 2021

Television

- WISC – CBS Channel 3
- WMTV – NBC Channel 15
- WKOW – ABC Channel 27
- WMSN – Fox Channel 47

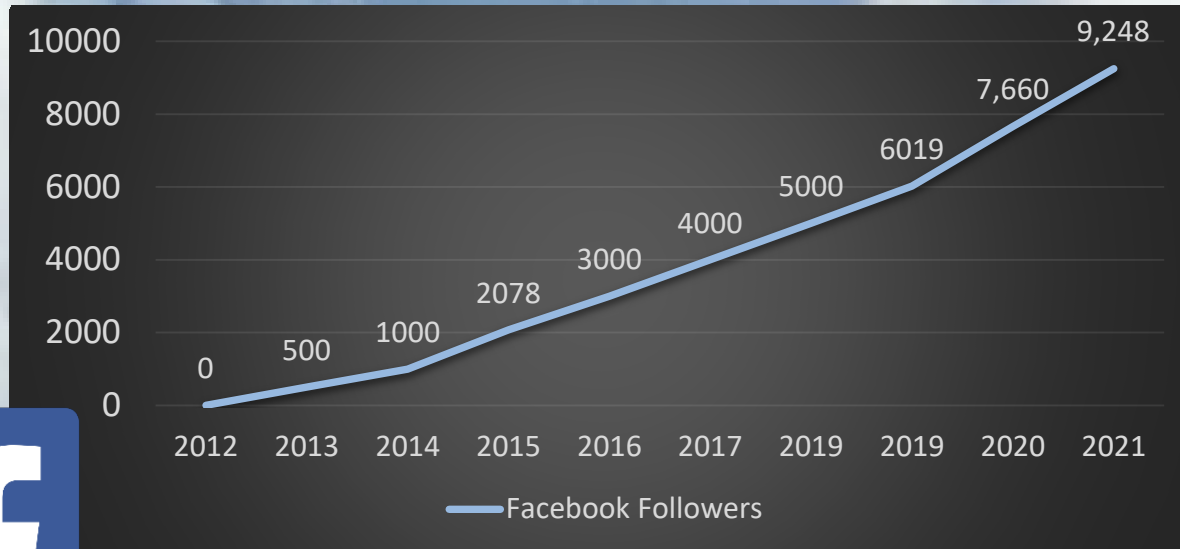
Print & Online

- Wisconsin State Journal
- Capital Times
- Madison.com
- Isthmus
- Madison Magazine
- Madison Essentials Magazine

Radio

- Wisconsin Public Radio
- National Public Radio
- WIBA News-Talk 1310
- WIBA sports radio
- WORT

Social Media @madisonparkswi



235 Following **5,957** Followers



Instagram by the Numbers

531 posts **2,772** followers **255** following

69.5% are aged 25-44

59.7% live in Madison

71.9% identify as a woman

6-9pm most active time everyday

E-News

4,369 Delivered
2,295 Opened

Predicted demographics

Female Male Another Identity Unknown

Gender

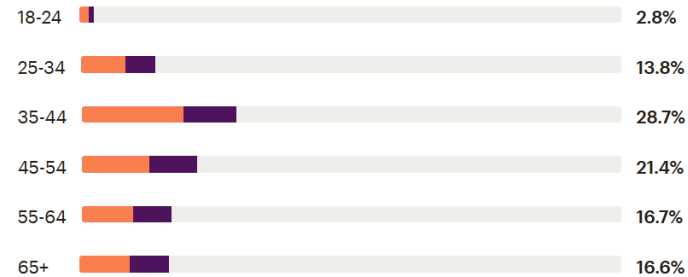
Recipients Opens Clicks



59.4% Female
38.9% Male
0.0% Another Identity
1.6% Unknown

Age Range

Recipients Opens Clicks



CITY OF MADISON

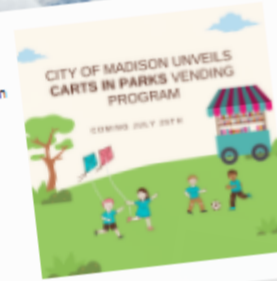


Carts in Parks!

We're kicking off a season of carts in parks on Sunday, July 25. See what delicious local foods are coming to a park near you!

See the [full schedule and locations](#).

Image Courtesy: [Sustain Dane](#)



Learn to Fish with WI DNR

Wisconsin Department of Natural Resources is bringing their Fishmobile with all the fishing equipment needed to participate in this free-to-attend class! Registered participants will learn tips and techniques of basic fishing skills. This class is perfect for anyone aged 7 years and older. Children must be supervised. Anglers aged 16 and older will need a Wisconsin fishing license to participate. Advanced registration is required.

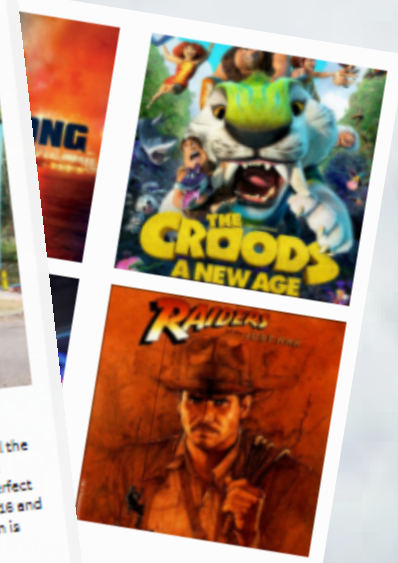
DATE: Wednesday, July 28, 2021

LOCATION: Marshall Park

START TIME: 3pm

See [Learn to Fish](#) for all the details and how to register.

Thanks to the [Madison Parks Foundation](#), all Learn to... classes are free to attend.




Movie Title
Godzilla vs. Kong
The Croods: A New Age
Troy Story 4
Raiders of the Lost Ark

Coming Soon: See What's Playing in a Park Near You

Telling Our Story - Geese


- Blog - Goose Management: Numerous Diverse Methods in Action
 - 4,376 Delivered
 - 1,337 Opened
- Social Media Impressions
 - 679 - Twitter
 - 1915 - Facebook



Goose Management: Numerous Diverse Methods in Action

Have you noticed large numbers of Canada Geese at Vilas Park lately? What about Tenney Park, Cherokee Park or Yahara Hills Golf Course? The ...

[Read full post](#)



Madison Parks @madisonparkswi
Goose mgmt in Madison Parks involves numerous diverse methods, such as predator decoys, lighting, fencing, egg oiling & hazing. Learn about ALL of our goose mgmt methods in our latest blog post: <https://www.cityofmadison.com/parks/blog/?id=23885> ... [image: decoy at Vilas Park. Photo Courtesy: S. Mayer] [pic.twitter.com/o88MGZPZMY](https://www.cityofmadison.com/parks/blog/?id=23885)

Impressions	679
times people saw this Tweet on Twitter	
Total engagements	25
times people interacted with this Tweet	
Media engagements	10
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	8
times people viewed the details about this Tweet	
Link clicks	4
clicks on a URL or Card in this Tweet	
Replies	1
replies to this Tweet	
Retweets	1



More Projects

- Kiosks – Door Creek Park sign – ready for Trucks & Treasures
- Trucks & Treasures – new location
- Volunteer online registration forms
- Calendar photography contest
- Podcast
- Conservation 50th anniversary