

From: [Schraven, Joseph](#)
To: [Kapusta-Pofahl, Karen](#)
Subject: Future of "District Reports" Talk Show
Date: Tuesday, June 7, 2022 8:17:24 AM
Attachments: [MCC Studio Show All Dates - Full Report.excel.zip](#)

Hi Karen,

As you may already know, the City pre-pandemic had a series of talk shows for City staff and elected officials to discuss various topics and issues facing Madison. The Common Council's talk show, *District Reports*, was one of those shows. Now that there is some lifting of pandemic restrictions, the Media Team is looking more seriously at whether *District Reports* and other talk shows are still a good use of resources for us and for the public.

In going through the analytics of *District Reports*, we often only garner 20 or less views. Certainly, if we were to continue to produce *District Reports*, we would like to get more viewership. Part of this would be asking Alders to promote episodes affecting their constituents through their social media, blog, or other methods.

So now for the ask. Can you send out a poll to current Alders on this topic? Below are my two suggested questions that would accompany the analytics report attached.

1. Do you want to have *District Reports* continue as the Common Council's talk show? (Yes, we expect you to be on the program from time to time.)
2. If so, what changes, if any, would you like to see to help increase viewership?

Looking forward to hearing your thoughts on this Karen. Thanks!



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