

## QUESTIONS FOR ALDER WORKGROUP FROM PIOs

### These are not multiple choice questions, more so just some discussion starters and possible ideas

- Discussion topic: **How** do you want PIOs to share information with you? Through what mediums?
- Discussion topic: **How often** do you want PIOs to share information with you about specific projects?
  - For BPW, CC, Public Information Meetings?
  - Changes in construction
  - Anything else?
- Discussion topic: How would alders prefer to get news releases?
  - (This is what most PIOs do right now) -- OPTION 1: PIO writes a release, emails it to all alders with a PDF, posts to City website, PIO emails media
    - This option you get two emails (one from the All alders, one from when it posts to the City website if you're subscribed to news of the City).
  - Another option: PIO writes a release, posts to City website, emails alders with link, PIO emails media
  - Another option: PIO writes a release, posts to City website, PIO emails media (since alders are subscribed to news from City email list)
  - Possible other options?
- Discussion topic: How would you like to know about:
  - Press Releases
  - Press Conferences in your district
  - New Topical Podcast Episodes
  - Blogs
  - Public Information Meetings
  - Want to know about other things? If so what?
- List of PIOs: <https://www.cityofmadison.com/employeeenet/toolkit/public-information-officers>
- Email list of PIO: search City PIO Group in Outlook