Content	Currently Provided	Responsible Department/Division	Content Owner	Format	Frequency	Ideal World Content	Future World Content
News Releases	Press Advisories	Mayor's Office	Katie Crawley	Word Document sent to alders, news media	One day ahead of press conference		
	Press Conferences	Mayor's Office	Katie Crawley	Word Document sent to alders, new media Madison City Channel, YouTube, RSS Feed, Twitter	As Needed		
	Press Releases	All City Agencies		City's Press Release Portal, Twitter Accounts	As Needed		
	Incidents/Emergencies	Mayor's Office	Katie Crawley		As Needed		
	Parks Newsletter	Parks Division	Ann Shea	Emailed to subscribers	Once a week	Make content available URL	
	Weekly Updates: Facilities, Road Projects, Stormwater/Sewer	City Engineering	Hannah Mohelnitzky	Email, Twitter			
	Updates	Common Council	Lisa Veldran	Twitter, Webpage			
	Street Closures	Traffic Engineering					
	Winter/Snow Advisories	Streets					
	Beach Closures	Parks & Public Health					
	Health Advisories	Public Health					
	Madison Metro						
	Library						
	Monona Terrace						
	Senior Center						
	Water Main Break	Water Utility					
	Police						
	Fire						

Content	Currently Provided	Responsible Department/Division	Content Owner	Format	Frequency	Ideal World Content	Future World Content
	Hydrant Flushing/General Updates	Water Utility					
	Bike Updates	Traffic Engineering					
	Garden News	Olbrich Garden					
	Recycling/Trash	Streets					
	Brush, Yard Waste, Xmas, Sand Bags	Streets					
	Bike Projects	Engineering					
	Storm Water/Sewer	Engineering					
	Flood, Watershed Study, Mitigation	Engineering					
	Changes to lane markings, signs, signals	Traffic Engineering					
	Park Facilities	Parks					
	Initiatives (e.g. Dogs in Parks)	Parks					
	Water Utility						
	Bus Rapid Transit	Transportation					
	Neighborhood Plans	Planning					
	Park Plans	Parks					
	Library Plans	Library					
	Current Development Projects	Planning	Website				

Content	Currently Provided	Responsible Department/Division	Content Owner	Format	Frequency	Ideal State Content	Future State Content
Calendar	**Meetings**						
	District Meetings						
	City Meetings (including individual agenda items)						
	Add Department Calendars in the survey (e.g. Library, Planning)		Facebook events, etc.				
	Events						
	District Specific Events (development projects, office hours, etc.)						
	City Events						
	Third Party Events (no cost/non-profit)						
Issued Based/Generated Content	Blog posts on specific topics (i.e. F35's, budget, water quality)	Alders					
Outside Media Article Links	madison.com, madisoncommons.com, etc.						

Parking Lot	Best Practices		How to Write, Media Training			
	Centralized, automated City Meeting information					
	Lack of timely information to the public (last minute)					
	Alder Communication		How alders get information from each other & staff			
	School Information or Other Information Section					
	Public Information Officers Meeting					
	How residents reach alders and city staff					
	Potential resident survey					
	Identify Public Information Officers					
	Inbound Resident Communications		Alternatives to allalders@cityofmadison.com email.			