

Agency	Type of Content	Specific Content	Format	Frequency
Engineering	News Releases	City Engineering Weekly Update from PIO (Facilities, Road Projects, Stormwater/Sewer)		
Clerk's Office		Election Notices	Press Releases, Newspaper Legal Notices, Post to Board Outside Rm 103	Election Schedule
Clerk's Office		Election Official Communications	Monthly Email Newsletter, Webinar Training, In Person Training	
Clerk's Office		Events/Information from other city agencies	Twitter, Print Flyer & Post in Office	
Clerk's Office		Licensing Information	Website, Emails/Mailings to licensees, newspaper notifications (monthly)	
Clerk's Office		Posting Meeting Notices	Post to Board Outside Rm 103, Send to Capital Newspapers, Post Online Meeting Schedule	Twice Daily
Clerk's Office		Voter Education Ambassadors	Email-Internal-Outlook Group, In person training, print materials	Election Schedule
Clerk's Office		Voter Outreach/Events	Press Releases, Twitter, email to Voter Education Ambassador List, Website, Postcards/letters	Election Schedule
Common Council	News Releases	Common Council Updates		
Engineering	Project Status / Updates	Bike Projects (Engineering)		
Engineering		Construction Inspection Section		
Engineering		Envionmental Section	Press Releases	
Engineering	Project Status / Updates	Facilities Projects (Engineering)		
Engineering		Facilities Section	Press Releases	
Engineering	Project Status / Updates	Flood / Watershed Study / Mitigation (Engineering)		
Engineering		Flood Updates	Email Group, Website, Facebook, Twitter	Fridays
Engineering		Flooding Text Updates	Road Closures / Text Alerts	As Needed
Engineering		Focus Groups: Watershed Studies	Email to Media	
Engineering		Focus Groups: Watershed Studies	Neighborhood Meetings, Press Release, Facebook, Email to Alders	
Engineering		Interviews	Interviews print, phone, radio, taped/live shows	As Needed
Engineering		IT Media	Video's working with IT Media Team for posting	As Needed
Engineering		Mapping Section		
Engineering		Newsletter	CoS, Mayor's Office, Engineering	Monthly
Engineering		Operations Section	Press Releases	
Engineering		Podcast	Electronic Video Board @ MMB	
Engineering		Podcast	Press Release, email, Social Media Channels	2nd/4th Wednesday/monthly
Engineering		Press Conferences	Press Advisory, Email Alders/Mayor, Media	
Engineering		Public Information Meetings	Postcards	
Engineering		Public Information Meetings	Website, City Calendar, Facebook Event, Main City Facebook Page	As needed
Engineering	Project Status / Updates	Road Projects (Engineering)		
Engineering		Sewer Section	Press Releases	
Engineering	Project Status / Updates	Sewer/Storm (Engineering)		
Engineering		Social Media	Facebook	
Engineering		Storm Section	Press Releases	
Engineering		Streets, Bike Path, Sidewalk Design Section	Press Releases	
Engineering		Sustainability Section	Press Releases	
Engineering		Waterways Newsletter	Mailed	Fall
Engineering		WBA Communication Video	Shared with Wisconsin Broadcaster's Association	One Time
Fire		Blogs	Website, Facebook, Twitter, Instagram	
Fire		Daily Reports	Website, Website - External Subscribers	Once a day
Fire		Press Releases	Press Release	As Needed
Fire		Promotion & News Alerts	Facebook, Twitter, Instagram	As Needed
Fire		Promotional Videos	YouTube	Not used frequently
Library		Events	Email, Print, Digital Signage, Facebook, Twitter, Instagram, Flickr, LinkedIn, Library's Event Calendar, City of Madison Event Calendar, Isthmus.com Calendar, Madison.com Calendar, Website, YouTube,	Daily

Library		Impact Stories	Vimeno, Google	
Library		Library Building/Remodel Updates	Website, Social Media, Email Newsletter distribution	Average 1-2/month
Library		Library Building/Remodel Updates	neighborhood newsletters,email groups, listservs, social media	
Library		New Materials	Press Release, Website, Specific Project Emails Lists,	As needed when projects active
Library		News Announcements	30 Email Newsletters (subscription) Social Media, Website,	Daily/Weekly/Monthly
Library		Operational News (closures, etc.)	Press Release, Website, Social Media, In-Library Signage, Email,	As Needed / 4 releases/month
MWU		?	Press Release, Website, Email, social Media, check-out receipts	As Needed / 10 releases/year
MWU		?	Email-External & Internal	
MWU		?	Facebook	
MWU		?	Instagram	
MWU		?	Other: In person outreach, tours, events, public meetings, school visits	
MWU		?	Press Releases	
MWU		?	Print/Mail	
MWU		?	Text Alerts	
MWU		?	Twitter	
MWU		?	Website	
MWU		?	YouTube	
MWU	News Releases	Hydrant Flushing, General Updates - Water Utility		
MWU	News Releases	Water Main Breaks (Water Utility)		
MWU	Project Status / Updates			
Mayor's Office	News Releases	Incident/Emergency (eg: MGE fire, realtime flooding)		
Mayor's Office		Interviews	Facebook, Press Releases, Twitter	
Mayor's Office	News Releases	Press Conference		
Mayor's Office		Press Conferences	Website	
Mayor's Office	News Releases	Press Conferences Notice		One day ahead of event
Mayor's Office		Press Releases	Email-Internal-Outlook Groups	As Needed
Mayor's Office	News Releases	Press Releases		
Metro Transit		Annual Service Changes/Stop Closures	Advertising on bus	
Metro Transit		Annual Service Changes/Stop Closures	Bus Flyers	
Metro Transit		Annual Service Changes/Stop Closures	Bus Stop Announcements	
Metro Transit		Annual Service Changes/Stop Closures	Email-Internal-Outlook Groups	
Metro Transit		Annual Service Changes/Stop Closures	Facebook	
Metro Transit		Annual Service Changes/Stop Closures	Insagram	
Metro Transit		Annual Service Changes/Stop Closures	Newspaper Ads	
Metro Transit		Annual Service Changes/Stop Closures	NRT's	
Metro Transit		Annual Service Changes/Stop Closures	Press Releases	
Metro Transit		Annual Service Changes/Stop Closures	Targeted Mailings	
Metro Transit		Annual Service Changes/Stop Closures	Text Alerts	As Needed
Metro Transit		Annual Service Changes/Stop Closures	Text Alerts by specific routes (subscription-based)	
Metro Transit		Annual Service Changes/Stop Closures	Twitter	
Metro Transit		Annual Service Changes/Stop Closures	Website	
Metro Transit		Detours	Bus flyers	
Metro Transit		Detours	Bus Stop Posters	
Metro Transit		Detours	Detour Alert Emails	Weekly in Summer
Metro Transit		Detours	Detour Webpage	
Metro Transit		Detours	Emails targeted by route	
Metro Transit		Detours	Facebook	

Metro Transit		Detours	Text Alerts	
Metro Transit		Detours	Twitter	
Metro Transit		Detours	Website (Red Alert Bar)	
Metro Transit		Holiday/Reduced Service	Bus flyer (selected holidays)	
Metro Transit		Holiday/Reduced Service	Facebook	
Metro Transit		Holiday/Reduced Service	Front Page of Website	
Metro Transit		Holiday/Reduced Service	Instagram	
Metro Transit		Holiday/Reduced Service	Press Release	
Metro Transit		Holiday/Reduced Service	Rider Alert Emails	
Metro Transit		Holiday/Reduced Service	Text Alerts	
Metro Transit		Holiday/Reduced Service	Twitter	
Metro Transit		Holiday/Reduced Service	Website (Alert Bar)	
Metro Transit		Press Conferences	Adverstising on Bus (depending on the message)	
Metro Transit		Press Conferences	Bus flyers (depending on the message)	
Metro Transit		Press Conferences	Facebook	
Metro Transit		Press Conferences	Front Page of website	
Metro Transit		Press Conferences	Madison City Channel	
Metro Transit		Press Conferences	Text Messaging	
Metro Transit		Press Conferences	Twitter	
Metro Transit		Significant Delays/Closures	Facebook	
Metro Transit		Significant Delays/Closures	Press Release (if long-lasting)	
Metro Transit		Significant Delays/Closures	Rider Alert Emails	
Metro Transit		Significant Delays/Closures	Text Alerts	As Needed
Metro Transit		Significant Delays/Closures	Twitter	Quickly Communicated
Metro Transit		Significant Delays/Closures	Website Alerts	
Monona Terrace		Client Events	Twitter	
Monona Terrace		Community Events	Facebook, Twitter, Instagram, Press Releases, Email Subscribers	As Needed
Monona Terrace		Facility News	Press Releases, Some Social	
Monona Terrace		Frank Lloyd Wright Related News	Facebook, Twitter	
Monona Terrace		Monona Terrace Images	Instagram, Facebook	
Monona Terrace		Wedding/Event Marketing Information	Facebook, Some Instagram	
Parking Utility		Activities	Highlight PU Page	As needed
Parking Utility		Department Updates/Projects	News Releases, Press Releases, Email to Alders/News Media	As Needed
Parking Utility		Information	Website	Daily
Parking Utility		TE/PU Traffic Closures	Facebook, News Releases, Bike Events/Updates, News & Reminders	As Needed
Parks		?	public information meetings	
Parks		?	Email - External & Internal	
Parks		?	Facebook	
Parks		?	Instagram	
Parks		?	Other: kiosks, signage @ parks, phone, in-person meetings	
Parks		?	Press Releases	
Parks		?	Print/Mail	
Parks		?	Twitter	
Parks		?	Website	
Parks	Project Status / Updates	Facilities (Parks)		
Parks	Project Status / Updates	Initiatives (eg dogs in parks) (Parks)		
Parks		Newsletter		Typically once a week

Parks	News Releases	Olbrich Gardens News	
Parks	Project Status / Updates	Plans for Parks (Parks)	
Planning	Project Status / Updates	Current Development Projects (Planning)	
Planning	Project Status / Updates	Meetings on Neighborhood Plans (Planning)	
Police		Educating Community	Email- Internal - Outlook Groups
Police		Most Important Information Enhancing Community Safe	Email-External-Subscription Based
Police		Policies, Procedures, Data	Facebook, Instagram, Other: Reverse 911, Blogs, Blotter, Internal Videos, Press Releases, Print/Mail, Twitter, Website, YouTube
Public Health	News Releases	Beach Closures (Parks & Public Health)	
Public Health	News Releases	Health Advisories (Public Health)	
Public Health			
Senior Center		Information on programs and services	Email-Internal-Outlook Groups
Senior Center		Newsletter	Facebook, Website, Twitter, Print/Mail, Press Releases
Streets	News Releases	Brush / Yard Waste / Xmas Trees / Sand Bag Collections (Streets)	
Streets	News Releases	Recycling / Trash (Streets)	
Streets	News Releases	Winter/Show Advisories (Streets)	
Traffic Engineering		?	?
Traffic Engineering	Project Status / Updates	Changes to lane markings, signs, signals (TE)	
Traffic Engineering	News Releases	Street Closures (TE)	
Transportation	News Releases	Bike Updates (TE)	
Transportation	Project Status / Updates	BRT (Transportation)	
	Meetings	Add Department Calendars in the survey (eg. Library, Planning)	
	Events	City events	
	Meetings	City meetings (including individual agenda items)	
	Meetings	District meetings	
	Events	District specific (development projects, office hours, etc.)	
	Events	Third Party Events (no-cost/non-profit)	