

Agency	Type of Content	Specific Content	Format	Frequency
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)	Twice Daily
Clerk's Office		Posting Meeting Notices	Post to Board Outside Rm 103, Send to Capital Newspapers, Post Online Meeting Schedule	
Clerk's Office		Voter Education Ambassadors	Email-Internal-Outlook Group, In person training, print materials	
Clerk's Office		Voter Outreach/Events	Press Releases, Twitter, email to Voter Education Ambassador List, Website, Postcards/letters	
Common Council	News Releases	Common Council Updates		
Engineering	News Releases	City Engineering Weekly Update from PIO (Facilities, Road Projects, Stormwater/Sewer)		
Engineering	Project Status / Updates	Bike Projects (Engineering)		
Engineering	Project Status / Updates	Construction Inspection Section	Haven't done any communciation work for this.	
Engineering		Envionmental Section	Press Releases, Host Podcast Episodes on different topics	
Engineering		Facilities Projects (Engineering)		
Engineering	Project Status / Updates	Facilities Section	Press Releases, Public Information Meetings, Facebook posts on project updates that include photos, usually do media interviews for upcoming grand openings, ribbon cuttings	
Engineering		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, Updated on Flooding website, Press Releases on Focus Groups, PIMs and upcoming Data Sharing Meetings	
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: leaf quality, GreenPower program, how to salt more environmentally concious,	As Needed
Engineering		Mapping Section	Haven't done any communciation work for this.	
Engineering		Newsletter	CoS, Mayor's Office, Engineering	Monthly
Engineering		Operations Section	Press Releases, Educational Posts on Social Media, Interviews with Media of timely topics	
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	Project Status / Updates	Sewer Section	Press Releases, educational podcast episodes on Everyday Engineering (engineering Podcast)	
Engineering		Sewer/Storm (Engineering)		
Engineering		Social Media		
Engineering		Storm Section		
Engineering		Streets, Bike Path, Sidewalk Design Section		
Engineering		Sustainability Section		
Engineering		Waterways Newsletter		Fall
Engineering		WBA Communication Video		One Time
Fire		Blogs		
Fire		Daily Reports	Website, Facebook, Twitter, Instagram	Once a day
Fire		Press Releases	Website, Website - External Subscribers	As Needed
Fire		Promotion & News Alerts	Press Release	As Needed
Fire		Promotional Videos	Facebook, Twitter, Instagram	As Needed
Library		Events	YouTube	Not used frequently
Library		Impact Stories	Email, Print, Digital Signage, Facebook, Twitter, Instagram, Flickr, LinkedIn, Library's Event Calendar, City of Madison Event Calen	Daily
Library		Impact Stories	Website, Social Media, Email Newsletter distribution	Average 1-2/month
Library		Library Building/Remodel Updates	neighborhood newsletters,email groups, listservs, social media	
Library		Library Building/Remodel Updates	Press Release, Website, Specific Project Emails Lists,	As needed when projects active
Library		New Materials	30 Email Newsletters (subscription) Social Media, Website,	Daily/Weekly/Monthly
Library		News Announcements	Press Release, Website, Social Media, In-Library Signage, Email,	As Needed / 4 releases/month
Library		Operational News (closures, etc.)	Press Release, Website, Email, social Media, check-out receipts	As Needed / 10 releases/year
Madison Water Utility		Major Water Main Breaks	Email/Website Alert, Twitter/Instagram, news media email	
Madison Water Utility		Water Main/hydrant Flushing	Website, Email list, signage, social media	
Madison Water Utility		Facility Project updates	Community meetings, website, project-specific email lists, social media, mailers, open house/tours	
Madison Water Utility		Water Quality Testing Information	Website, Email lists, community meetings, social media, mailers, Inside MWU, Annual Water Quality Report, mailers, WQ phone line, press releases	
Madison Water Utility		Conservation/Sustainability education & program info	Bill stuffers, Water Wagon, Facility Tours, Customer Connect Portal, social media, Inside MWU, Community Partners, YouTube	
Madison Water Utility		Infrastructure Investment	Social Media, Website, Inside MWU, Water Wagon, Facility Tours, YouTube, Press Releases, Events	
Madison Water Utility		Boil Water/DO NOT USE/Major Water Outage/Other major emergency	Text Alerts, Email Alerts, Direct communications with major customers, Press Release, Press Conference, social media, website, door-to-door communication	
Madison Water Utility		Water rate increase/application for increase	Website, Bills, mailers (for water rate increases), press release	
Madison Water Utility		Leak detection/Detailed water use data	Customer Connect Portal (track your water use online), Website	
Madison Water Utility		Frozen Pipes/Winter Preparedness	Press Release, Social Media	
Madison Water Utility		Infrastructure/fire hydrant maintenance and repairs	social media, Inside MWU, Email Lists	
Madison Water Utility		Value of Water	Community partnerships, social media, website, Inside MWU, Water Wagon, Facility Tours	
Madison Water Utility				
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Madison Water Utility		Sourcewater protection	YouTube, Website, Social Media, Facility Tours, Wellhead Ptrotection Area signage, Inside MWU, Email Lists	
Madison Water Utility		Lead Service Replacement Program	YouTube, Website, Social Media, Facility Tours, Wellhead Ptrotection Area signage, Inside MWU, Email Lists	
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			Website	
Parks	Project Status / Updates	Facilities (Parks)	Email - External & Internal	
Parks	Project Status / Updates	Initiatives (eg dogs in parks) (Parks)	Facebook, Instagram, Press Releases	
Parks		Newsletter	Print/Mail, Twitter, Website	Typically once a week
Parks	News Releases	Olbrich Gardens News	Other: kiosks, signage @ parks, phone, in-person meetings	
Parks	Project Status / Updates	Plans for Parks (Parks)	Public Information Meetings	
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 Safety	Email-External-Subscription Based	
Police		Policies, Procedures, Data	Facebook, Instagram, Other: Reverse 911, Blogs, Blotter, Internal Videos, Press Releases, Print/Mail, Twitter, Website, YouTube	
			news conferences, podcasts, community meetings and leafleting	
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)		Each time trucks are out
Streets	News Releases	Recycling / Trash (Streets)		Each day during a declared snow emergency
Streets	News Releases	Winter/Show Advisories (Streets)		Used very infrequently so far (little time to generate content)
Streets	Email Lists	Snow plowing updates		
Streets	Text messages	Snow emergency declarations		
Streets	Email lists	Recycling information		
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)		