Ways to Stay Informed

October 16, 2013
Overview

• Communication Goals
• Community Outreach
• Graphic Design/Print Services
• Irving Community Television Network
• Publications/Media Relations
• Web Content/Social Networking
Communication Goals

• Promote effective communication among the community

• Provide wide array of communication options
Community Outreach

• To strengthen the city’s presence in the community, and increase awareness/participation in city services and programs
  – Guest Services
  – Neighborhood Associations
  – Resident Inquiries
  – Speaker’s Bureau
  – Town Hall Meetings
Graphic Design/Print Services

• Provides departments with efficient, cost-effective, quality printing and mailing services
  – Ads
  – Business cards
  – Mail services
  – Printed Materials/Graphic Design for departments
  – Water bills
Irving Community Television Network (ICTN)

• Locally produced programming available 24/7 at ictn.tv
  – Arts and entertainment
  – Gavel-to-gavel coverage of meetings: City Council, Building/Standards, Planning/Zoning, Budget Retreat
  – Local sports
  – News

• Live online streaming

• ICTN on Demand
Publications/Media Relations

• Develops/distributes a variety of printed communications to inform/educate residents
  – All About Irving
  – “City Briefs”
  – “City Operations Update”
  – “City Spectrum”

• Employee communication
  – “Inside Irving”
  – “Employee News” email
Web Content/Social Networking

- From web to social media, the City of Irving is committed to keeping the community informed.
  - Facebook
  - iALERT
  - Twitter
  - Website – cityofirving.org
    - Online calendar
    - Public input
  - YouTube
Questions