

## Communication Division Outreach Tools

**Press release:** The City sends an average of 12-15 press releases each month. More than half generate media coverage. Releases are sent to 810 contacts. There is also a police media list that receives releases specific to police-related issues.

**RSS Feed:** Press releases are also available from the City via RSS feed. The Communication Division maintains several different RSS feeds:

- News Releases
- Development Projects
- Rockville Reports
- Recreation Guide
- Historic District Commission Agendas
- Board of Appeals Agendas
- Planning Commission Agendas

**Facebook posts:** The City maintains three facebook pages to provide information to residents and links to the City's Web site and the City's YouTube channel; share photos from community events; and field questions and comments. Facebook pages include the City of Rockville, Croydon Creek Nature Center and Rockville Teen Program. The Public Information Office updates the City of Rockville page at least once per day.

**Twitter post:** The City maintains several twitter feeds to distribute real-time information and news to subscribers. Twitter feeds include Rockville411, RockvilleRec, RockTeenProgram, redgategolf and alertrockville and Rockville11. 240 residents subscribe to one or more of the feeds. The Public Information Office posts to the Rockville411 feed at least once per day.

**Media Pitch:** We pitch stories, ranging from shows at F. Scott to new programs or services in the City to M/C initiatives and decisions, to media outlets nearly every day. Who we pitch to depends largely on the item. For example, to pitch top TV the story has got to have great visuals and great sound bites all in one place.

Local blogs can get the word out on an item we may need to alert people to immediately.

Media outlets we commonly pitch to include:

- Gazette
- Washington Post
- Rockville Central
- Rockville Living
- Various area TV stations

**E-letter "This Week in Rockville" and rec. guide e-blasts:** The weekly E-Letter is sent to 1335 contacts. The list continues to grow. The E-Letter, called This Week in Rockville, alerts people to what's going on in Rockville in the upcoming week, from meetings to special

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programs and concerts to notices about snow removal and recycling pick up. It is delivered at 3 p.m. every Thursday.

We also send an E-Letter to residents who have signed up for recreation programs or camps each time the seasonal recreation guide or camps guide is put in the mail. It alerts people to the print edition that will soon be delivered and gives them an advanced look at programming. This is sent to more than 15,000 contacts.

In addition, we send an E-Letter out to seniors on a monthly subscription basis to 1,171 people. The newsletter informs older adults in the community about upcoming events and news.

**Alert Rockville notices:** Administered by the Police Department, the City distributes urgent weather, traffic and public safety messages via text message and e-mail to residents who subscribe.

**Channel 11 story:** The Rockville Channel produces original programming in the following formats:

- Rockville's 11 news story segment
- Stand-alone special web-only pkg.
- Stand-alone special on-air pkg
- Documentary style special program
- Documentary style series program (ie: *Where We Live*)

**Crawl message on Channel 11:** this is particularly effective for emergency messaging. At this point, the crawl must be changed at City Hall, and cannot be turned on or changed remotely. With new equipment expected to come online in the next several months, remote crawl changes will be possible.

**Bulletin board message on Channel 11:** Consists of basic text information that can be displayed immediately and runs intermittently throughout Rockville 11 programming.

**Granicus:** this software allows us to post council meetings and Channel 11 programming onto our website so that viewers can access them on-demand.

**YouTube Channel:** Channel 11 videos are posted on YouTube and made available to the public from the City's YouTube channel, [www.youtube.com/cityofrockville](http://www.youtube.com/cityofrockville), on the facebook page, and from the City's Web site.

**Rockville Reports story:** Rockville Reports is a monthly print publication, so it captures highlights of things coming up in the City for the next month.

**Rockville Reports calendar entry:** Calendar entries highlight programs at the various facilities throughout Rockville, including public meetings and events in Town Square. It markets and promotes City functions.

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**Posters and Fliers:** Posters, in coordination with fliers, are designed and produced for events being held in the City. They are posted at City facilities, libraries and other areas throughout the City.

**Brochure:** Marketing brochures, in coordination with posters and fliers are designed and produced for facilities, programs and projects in the City. The brochures are designed to educate, inform and promote services to residents and visitors.

**Public notification postcards:** In coordination with other City departments (i.e. the City Clerk's Office, Community Planning and Development Services, Public Works) the Communication Division prints and mails the following types of public notifications:

- Neighborhood advisories
- Meeting notices
- Development review notices

**Website:** City programs, projects, departments, and facilities have individual Web pages that are designed to increase governmental transparency and educate and inform the public.

**Website homepage feature:** The website homepage is updated daily. It is used to promote upcoming events, alert residents to the latest goings on (snow efforts or closing, recycling changes or water main breaks, for example) and it is used to follow up on items that have just happened.

**Website calendar entry:** Calendar entries highlight programs at the various facilities throughout Rockville, including public meetings and events in Town Square. It markets and promotes City functions.

**City listserv message:** In conjunction with other City departments, the Communication Division maintains and distributes information to thirteen e-mail listservs. Subscription to the listservs is open to the public and there are currently more than 4,145 individuals subscribed to one or more of the following lists:

- Agendas
- Arts in Rockville
- Building Code Updates
- Comprehensive Master Plan
- Neighborhood Network
- News Releases
- Rockville Reports
- Senior News
- Sports
- Sustainable Rockville
- Swim Center

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- This Week in Rockville
- Zoning