

# About the Media & Communications Office

Promoting government transparency and encouraging civic engagement, the Media & Communications Office (MCO) drives the delivery of accurate and timely information about City programs, services, special projects and events through a variety of multimedia outlets. Responsibilities include:

- Strategic Campaign Planning and Execution for Internal and External Mass Communications
- Media Relations (facilitation of media interviews; provision of media guidance and training; production and distribution content for release to the media in print, television, radio and web formats)
- Brand and Content Management of the City's Intranet and External Website
- Social Media Management (strategic campaign planning, content curation and posting for accounts officially managed by the City such as Facebook, Twitter, YouTube and Instagram)
- Photography (production of still images highlighting City services, initiatives, programs and events; management of the City's photographic assets)
- Graphic Design (production of a variety of promotional material for print and electronic distribution highlighting City services, initiatives, programs and events; management of the City's archive of promotional materials)
- Video Production (production of a variety of videos highlighting City services, initiatives, programs and events; management of the City's video assets)
- Government Access Programming Through TV Tacoma

## New TV Programming Launched or In Development (Current as Of 2/10/2014)

### ➤ **artTown**

A cultural documentary-style TV initiative exploring Tacoma's emergence as a major creative hub in the Pacific Northwest. The series offers segments featuring diverse perspectives on a variety of creative disciplines.

Frequency: Four Times a Year

### ➤ **Tacoma Report**

A fast-paced, contemporary program featuring news and human interest stories about City services and programs and Tacoma's nonprofits and special events.

Frequency: Monthly at This Time; Every Two Weeks Starting April 12, 2014

### ➤ **Urban Green**

A sustainable lifestyle program with national expert interviews, food demonstrations, parenting tips and feature stories.

Frequency: Every Two Months