

## **City of Coral Gables Communications Committee**

### **Annual Report – October 2009**

**Members: Matt Bokor, Chair**

**Maria Garcia**

**Sam Joseph**

**Vivian More**

**David Stiefel**

**Secretary: Maria Rosa Higgins Fallon**

#### **1) Is the Board serving the purpose for which it was created?**

Created by Resolution No. 30143 and Renamed under Resolution No. 30324, the Communications Committee has the purpose to advise the Commission and City Administration on issues of public relations and electronic government. The Communications Committee has assumed the duties of the Cable Advisory Board which was eliminated in 2005.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee is fully serving the purpose for which it was created.

#### **2) Board's Major Accomplishments**

The Communications Committee is proud to have accomplished the following during 2009:

**e-News.** In 2009, the City of Coral Gables sent biweekly City Beautiful e-News to thousands of subscribers. E-News continues to be a popular and cost-effective way to communicate with Coral Gables stakeholders about City programs and events. All messages were also translated in Spanish and all are posted on the City's web site.

In 2009, the City-County Communications and Marketing Association (3CMA), the leading organization for local governments that are innovating new and better ways of communicating with their citizens, selected the City of Coral Gables e-News for an Award of Excellence at the National Savvy Awards Competition in the category of Digital Interactive Newsletter.

**Coral Gables Television:** In 2009, Coral Gables Television continues its successful programming such as the monthly one-hour show "Coral Gables Now", the biweekly "Newsdesk" and the signature shows "What's Happening," "Historic Homes," "Golden Gables," and "On The Scene." During this year, a Bronze Telly Award was received for "On the Scene Goes Green," an entertainment show featuring ideas on how Coral Gables residents can become "greener" in their daily activities.

Coral Gables Television can be watched live through the homepage [www.coralgables.com](http://www.coralgables.com). An audience analysis of the last nine months indicates that:

- Coral Gables Television has an average of 3,000 page requests per month through the City's website.
- Coral Gables Television page requests have steadily increased since January of 2009.
- Page requests for CGTV's special programming shows a steady increase over page requests for CGTV's live streaming.
- CGTV online viewership peaks during live City Commission meetings.

Since April 2009, Coral Gables Television can also be seen on YouTube. Channel views of CGTV through YouTube total 9,614 for an average of 1,602 views per month, with a projected annual viewership of over 19,000 hits.

**The combined average web-based viewership for Coral Gables Television is 55,000 page requests per year or 151 page requests per day.**

**Golden Gables:** Golden Gables celebrated its third year of publication. More than 5,000 golden residents currently subscribed to the quarterly newsletter produced by the Office of Public Affairs and is mailed to inform residents about City programs and events. This publication continues to be well received by senior residents.

**Newsletter:** In 2009, the City continued with its electronic version of *City Beautiful News*.

**Public Awareness:** The following are examples of Public Awareness campaigns conducted in 2009:

- Straight Talk (budget messages)

- Emergency Medical Transportation Fee
- H1N1 Flu Prevention
- Waterway Renaissance Project
- New Art Cinema
- Coral Gables @ Home
- Trolley Advertising
- Prescription Discount Drug Program
- Senior Art Contest
- Playful City USA Award
- The Palace Senior Housing
- Kerdyk Sr. Avenue Naming
- City Elections
- New City Manager
- Water Restrictions

**Xchange** The bimonthly employee newsletter continued to be distributed on-line.

**Coral Gables Web Site.** The Communications Committee continued to work with Information Technology Department to upgrade the look, content management, and usability of the City's Web site, [www.coralgables.com](http://www.coralgables.com).

According to data provided by the Information Technology Department, the city's website has received the following number of hits by page on their homepage:

From 2/1/2005 to 1/31/2006 (First year of operation): 395,582  
 From 1/1/2006 to 12/31/2006: 562,837  
 From 1/1/2007 to 12/31/2007: 646,180  
 From 1/1/2008 to 12/31/2008: 531,718  
 From 1/1/2009 to 10/15/2009: 1,049,504

**3) Amending the Ordinance that created the Committee to better enable the Committee to serve the purpose for which it was created.**

It is the opinion of all Committee Members that the Ordinance that created the Communications Committee does not need to be amended.

**4) Should the Committee's membership requirements be modified?**

The Communications Committee consists of five members, with the Mayor appointing the Chairman of the Committee and the Commissioners each appointing one member.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee membership requirement does not need to be modified.

**5) What is the cost, both direct and indirect, of maintaining the Board?**

Currently, there is no cost to maintain this Board.

**6) Reports on authorized fundraising, bank accounts, and grant applications and approvals.**

Not applicable.