

QUARTERLY PROJECT STATUS REPORT

Q2: January 2016

Social Media

Video Production

We're Official!


City's Facebook and Twitter accounts are now verified

FACEBOOK:
440 new followers since last quarter
 Reached an average of **106,000** people

TWITTER:
485 new followers since last quarter
 Reached an average of **194,000** people

PROVIDED LIVE TELEVISION COVERAGE OF

42 public meetings, totaling more than **110** hours of air time



Outreach

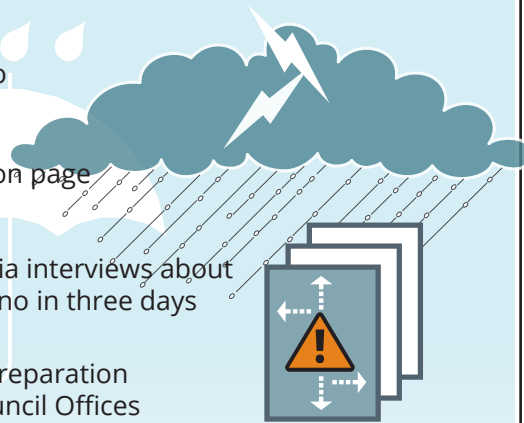
PROVIDED

5 hours of December Nights live television coverage from Balboa Park



EL NIÑO OUTREACH:

- **Published** Citywide El Nino Communication Plan
- **Created** El Nino information page for City's website
- **Conducted 56** media interviews about El Nino in three days
- **Provided** weekly El Nino preparation tips to community and Council Offices



PRODUCED

37 video packages for clients citywide



COVERED


15 news conferences/events



Inquiries

PRODUCED AND DISTRIBUTED:

280,000 Curbsiders (the recycling and trash collection information calendar)



RESPONDED TO

373

media inquiries



90

calls from City Council Offices



ANSWERED

411

requests for CIP project information from the public

10,000

Water Conservation Calendars



CONSUMED

21

lbs of M&M's

