

## OUTREACH:

Received

**11** awards

from SCAN/NATOA including:

- **Public Safety**/Cyber Crime Spike
- **Talk Show**/Strategic Plan Overview
- **Special Audience**/Harvest Ball
- **Community Event Coverage**/World Adaptive Surfing Championship



InsideSanDiego.org

**7,100** page views

The Insider digital newsletter

**6** editions published

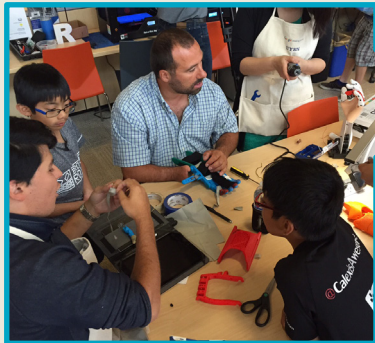
Reached out to:

**1,878** participants

for the 2016 Parks Fit San Diego summer exercise challenge

**200** members

of the community for feedback about De Anza Revitalization



Received international attention for library story on **3D printing of prosthetic hand**

Facebook



Gained

**431** new followers

Attained

**170** shares

for Comic-Con library card in 24 hours



## SOCIAL MEDIA:

Twitter



Gained

**330,300** impressions

Reached

**612** new followers

Captured

**13,404** profile views

## SPECIAL EVENTS:

Managed **13** special events

including the First Folio Exhibit which had

**10,419** visitors

to the Central Library during first 5 weeks of exhibition



## CELEBRATED:

**7** birthdays

**4** work anniversaries

**2** retirements

Birth of **1** baby



## INQUIRIES:

Responded to

**333** media inquiries

**781** requests for information



## GRAPHICS:

Produced and Distributed

**4,000** guide cards

announcing the new PedWest border crossing and walking routes from Mexico

**3** annual reports

**3** Citywide Rewards and Recognition Program certificates and memos templates

**3** collateral materials

created for the I AM San Diego Program

**1** film office advertisement



## VIDEO PRODUCTION:

Produced **16** videos



Created **2** public service announcements (PSA) which includes the 911 "Every Second Counts" PSA and the "Get it Done" App

Covered **53** public meetings totaling **137** hours of live television

Viewers watched **53,984** minutes of CityTV video on YouTube

## AUDIO:

Set up microphones and speakers for **9** offsite public meetings

