

MEMORANDUM



TO: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
FROM: JOSH BUSCHER, SENIOR VIDEO PRODUCTION SPECIALIST
SUBJECT: 2024 STUDIO NO.VI YEAR IN REVIEW
DATE: FEBRUARY 10, 2025

In March 2024, the new Studio No.VI, became fully operational with the first video formatted episode of the Now You Novi podcast. Since then, numerous shows have been produced utilizing this new space and technology, including After the Gavel, Now You Novi, Update Novi, Beyond Books, and other one-off productions such as Novi Next internal videos, PEX Transition, the State of the City opening video and more.



2024 Stats Overview

This year Community Relations produced **221 videos** that were posted to social media, mainly on YouTube, Facebook, Instagram. That's an average of **4.25 per week** hitting platforms, up from an average of 1.25 in 2023. In total, content in 2024 had **389,965 views**, representing a **240% increase in videos posted** and a **227% increase in views** year over year.

	Quantity Produced	Youtube Views	Facebook Views	Instagram Views	Total
2024	221	40,689	273,685	75,591	389,965
2023	65	8,921	84,067	26,022	119,010
Percent Change	240%	356%	225%	190%	227%

Along with the new studio during this period, our Community Relations team saw a special bump in production content from the addition of Jason Nunez developing his own work for the City as well as a summer internship by Sujay Kolli. These two neuro-divergent team members brought a fresh perspective to the content produced and received a warm welcome from the community.

We’re still just scratching the surface of what we can do with not only the studio, but our new team creators as well. I’m excited to continue to grow our audience next year. This also means further developing our strategy and implementation of reels into our production schedule as well.

New Strategy and Distribution – Reels

From podcasts and other long form shows like Update Novi, we started clipping out vertical segments for fast turn around and immediate use. These reels (or shorts) have provided an exciting new avenue to reach our audience.

We’ve also recently started officially sharing all our content through the video team at Fox Run, making all City of Novi productions available to their residents.

Reels

Novi Parks, Recreation and Cultural Services's Reels



	Quantinty Produced	Total Views	Views Youtube	Views Facebook	Views Instagram	Average Views Youtube	Average Views Facebook	Average Views Instagram	Average Facebook Likes	Average Instagram Likes
Reels	62	186,542	27,055	124,131	35,356	436	2,002	570	15	15
Non Reels	159	203,423	13,634	149,554	40,235	86	941	253	9	6

I am excited to continue to explore how to further utilize the new tools and platform the expanded Studio No.VI has provided to grow and reach our residents.