



Informative Communication

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Introduction and Objectives



Create a
Project I'm
Interested in

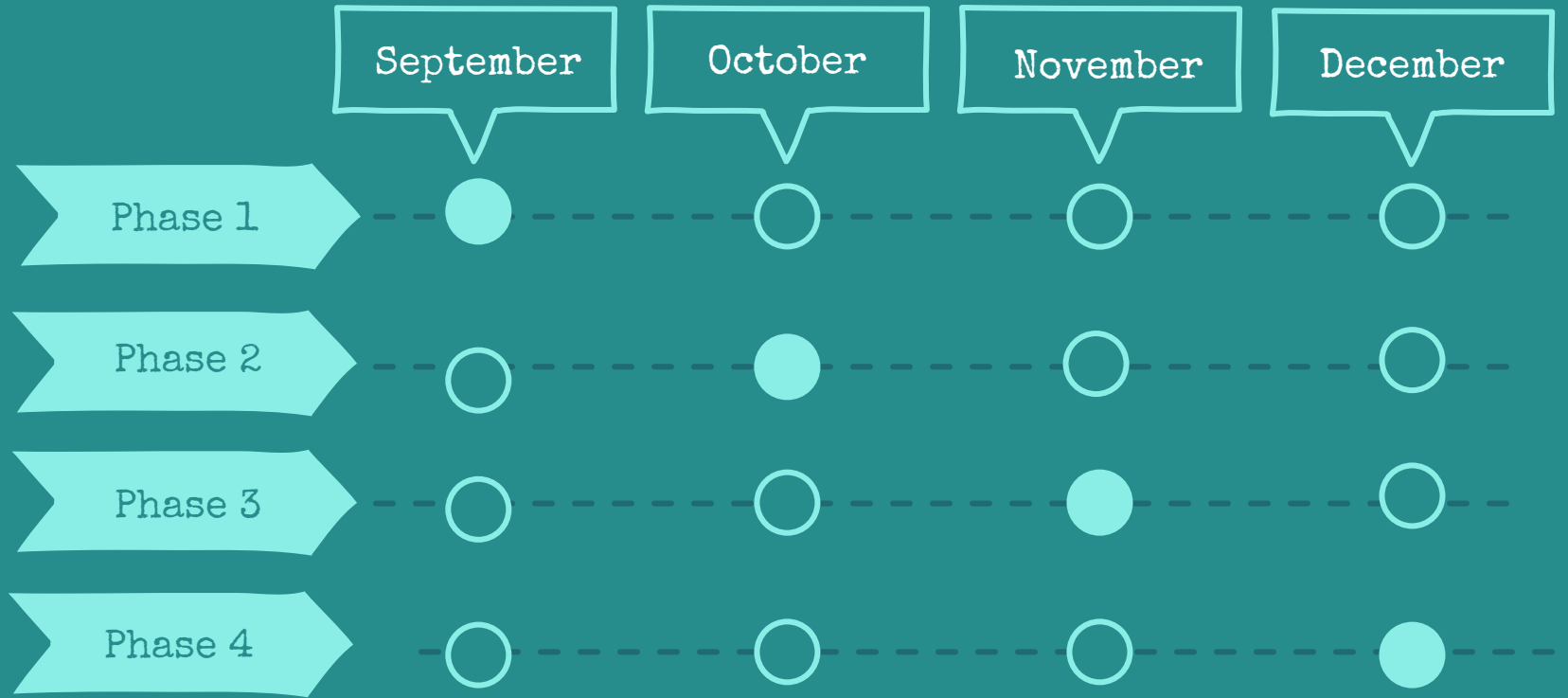


Beneficial
to my Client



Collect Data that can
be used to make
Informed Decisions

Timeline



PHASE 1

September



- ⇒ Brainstorming
- ⇒ Contacting potential clients
- ⇒ Interviews



PHASE 2

October



- ⇒ Project Focus
- ⇒ Research
- ⇒ Trial Survey
- ⇒ Discussing Content and Distribution
- ⇒ Finalize Survey



PHASE 3

November



⇒ Distributing Surveys

⇒ Promotion



PHASE 4

December

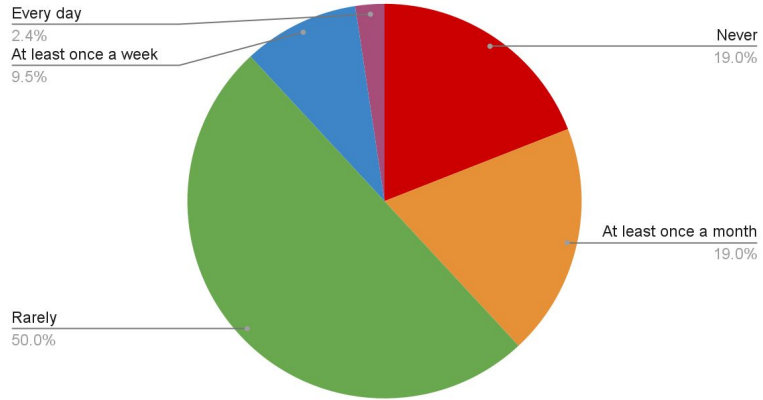


- ⇒ Collect Data
- ⇒ Organize Data
- ⇒ Suggestions

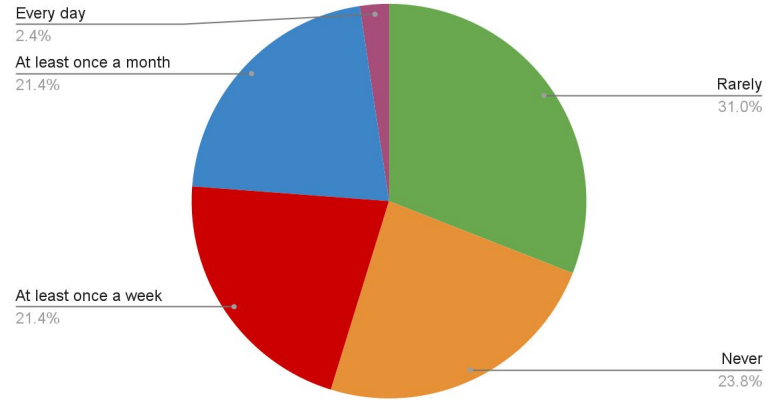


Data

How often do you access the city's website?

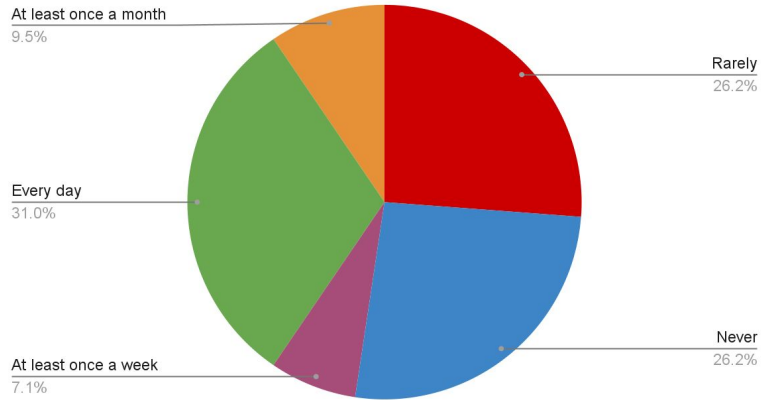


How often do you access the city's Facebook page?

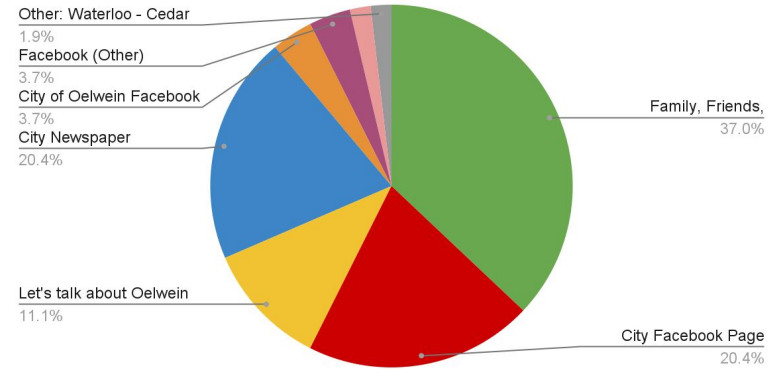


Data

How often do you read the city newspaper?

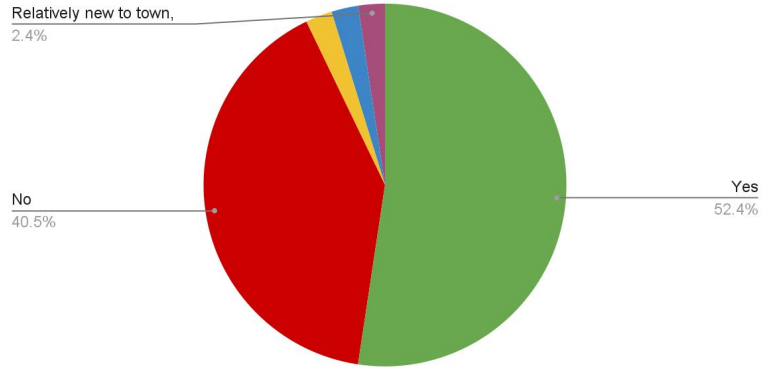


Where do you believe you receive the most information regarding city alerts, events, updates, etc.?

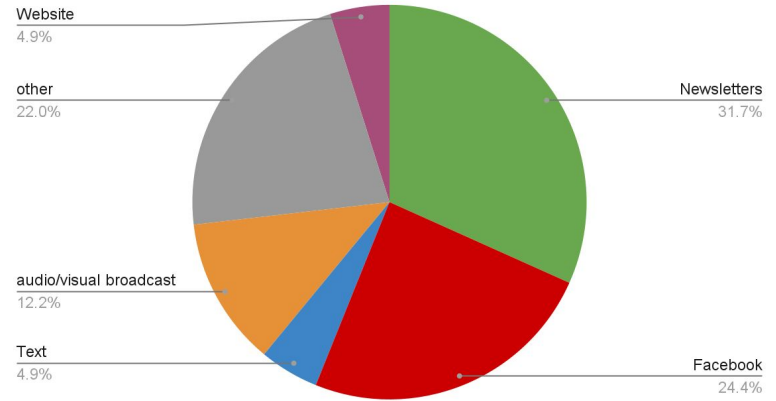


Data

Do you believe yourself to be an active member of the community?



Suggestions



Reviewing Community Suggestions

Newsletters

31.7%

Facebook

24.4%

Audio/Visual
Broadcast

12.2%

Text Alerts

4.9%

Update
Website

4.9%

Other

22%

Proposals

- ⇒ Social Media Outreach
 - Easily accessible
 - Connects to younger community members
 - All information can be posted in a variety of ways
 - Great distribution for immediate or unforeseen announcements

Proposals

⇒ Text Alerts

- Easily accessible
- For information that affects whole community
- Road closures, snow removal, storm damage, etc.
- Great for immediate or unforeseen announcements

Proposals

- ⇒ Quality improvements in audio/visual broadcasting
 - Improve city council meeting recordings; emphasis on audio