



City of San Leandro

Meeting Date: December 16, 2013

Staff Report

File Number: 13-615

Agenda Section: CITY MANAGER AND CITY
ATTORNEY REPORTS AND
COMMENTS

Agenda Number: 6.C.

TO: City Council

FROM: Chris Zapata
City Manager

BY: Lianne Marshall
Assistant City Manager

FINANCE REVIEW: Not Applicable

TITLE: City Manager Report on Communications and Outreach Resources

SUMMARY AND BACKGROUND

The City of San Leandro manages a wide range of publications, websites, and other communications tools through which news and information is collected and distributed to members of the news media and the public. The attached spreadsheet contains a high-level summary of many of these communications resources. Additional information concerning each of them can be found by clicking through to their embedded hyperlinks.

Fiscal Impacts

None

ATTACHMENTS

- Communications Master List

PREPARED BY: Eric Engelbart, Assistant to the City Manager, City Manager's Office

Citywide Communications & Outreach Resources

| <u>Title of Publication</u> | <u>Frequency of Publication/Distribution</u> |
|--|--|
| General Public Communications Resources | |
| City Press Releases | as requested, typically several per week |
| News briefs & updates on City homepage | as requested |
| San Leandro News (Monthly Newsletter) | monthly |
| City Manager's Weekly Update | weekly |
| e-Notify portal | based upon user-requested subscription |
| Electronic Calendar of Events | ongoing |
| Recreation & Human Services Dept | |
| Recreation Dept - Seasonal Activities Guides | Seasonal |
| Recreation & Human Services Dept page | ongoing |
| Aquatic Center Facebook page | as needed |
| Marina Community Center Facebook page | |
| Senior Center facebook page | |
| San Leandro Police Dept | |
| | as needed |
| Police Press Releases | |
| Nixle | |
| Code Red | |
| SLPD Facebook page | |
| Twitter accounts: | |
| @SanLeandroPD | |
| @SLPDChief | |
| @SLPDCaptain | |
| Weekly Crime stats | weekly |
| Alameda County Fire Dept | |
| | as needed |
| Facebook | |
| Twitter | |
| San Leandro Next | |
| | 1-3 posts per week |
| Blog | |
| Facebook | |
| @SLNext | |
| Library | |
| Library Facebook page | as needed; typically weekly |
| SL Library Big Read Blog | |
| @sanleandrolib | |
| Video | |
| | as needed |
| City of San Leandro Youtube Channel | |
| San Leandro videos | |