



# *City of Franklin, Tennessee*

## **FY 2017 Operating Budget Request**

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# Communications Division

Milissa Reierson



HISTORIC  
FRANKLIN  
TENNESSEE

# *City of Franklin, Tennessee - FY 2017 Budget Request*

## Communications

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### Outline

- Purpose of Department
- Organization Chart
- Base Budget Request
  - Personnel
  - Operations
- Program Enhancements



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### Purpose of Department

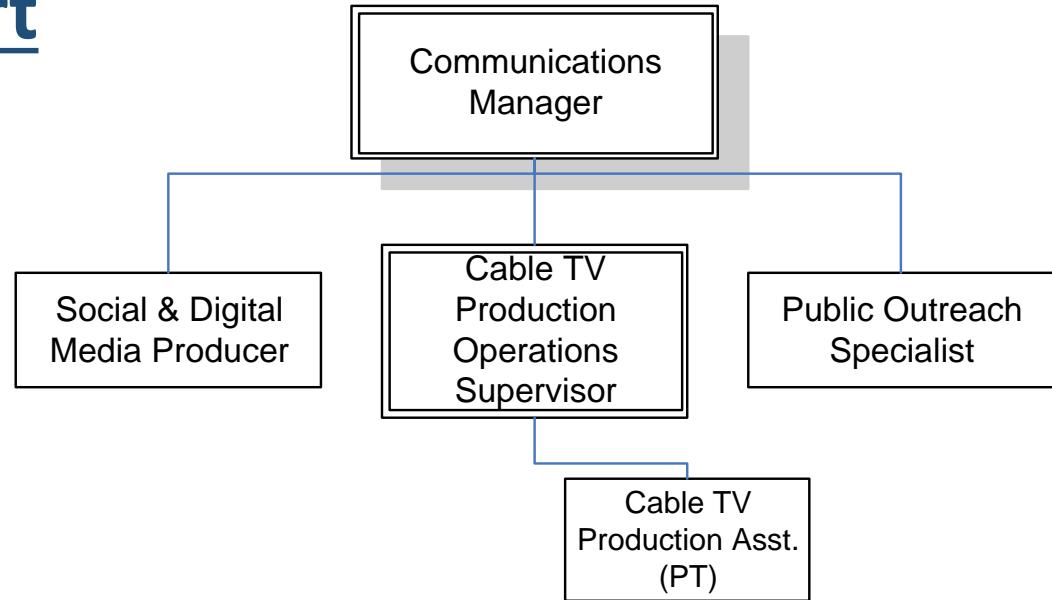
**The Communications Division was created in December 2008 to develop internal and external communications and citizen participation initiatives. The Division also handles all media relations for the City and manages the City's Government Access Channel, Franklin TV.**



# *City of Franklin, Tennessee - FY 2017 Budget Request*

## Communications

### Organization Chart





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# *City of Franklin, Tennessee - FY 2017 Budget Request*

## **Communications**

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### **Base Budget Request: Personnel**

**Communication Division      \$357,692**

**This funds (1) Communications Manager, (1) Cable TV Production Operations Supervisor, (1) Social & Digital Media Producer, (1) Public Outreach Specialist and (1) part-time Video/Production Assistant**



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### Base Budget Request: Operations

Communication Division      **\$16,553**

**Our division has a way of doing more with less. We've been able to keep equipment costs down while providing more programming, and communications services.**



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### Program Enhancement Requests

- 1. Public Relations & Education (\$6,200)**-This request would add additional dollars for public education and public relations
- 2. Professional Development (\$2,100)**-This request would add additional dollars for professional development for third full time staff person.
- 3. HD Enhancements for Franklin TV (\$125,672)**-Would provide better quality video services and compatible equipment. Many updates have not been done for decades, would also provide LIVE streaming capabilities for PEG channel.

Total budget enhancement would be \$118,484 one time cost and \$15,488 annually.