



*City of Franklin, Tennessee*  
**FY 2019 Operating Budget Request**

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# Communications Division

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## *City of Franklin, Tennessee* - FY 2019 Budget Request Communications

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### Outline

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



## *City of Franklin, Tennessee - FY 2019 Budget Request* **Communications**

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### **Purpose of Department**

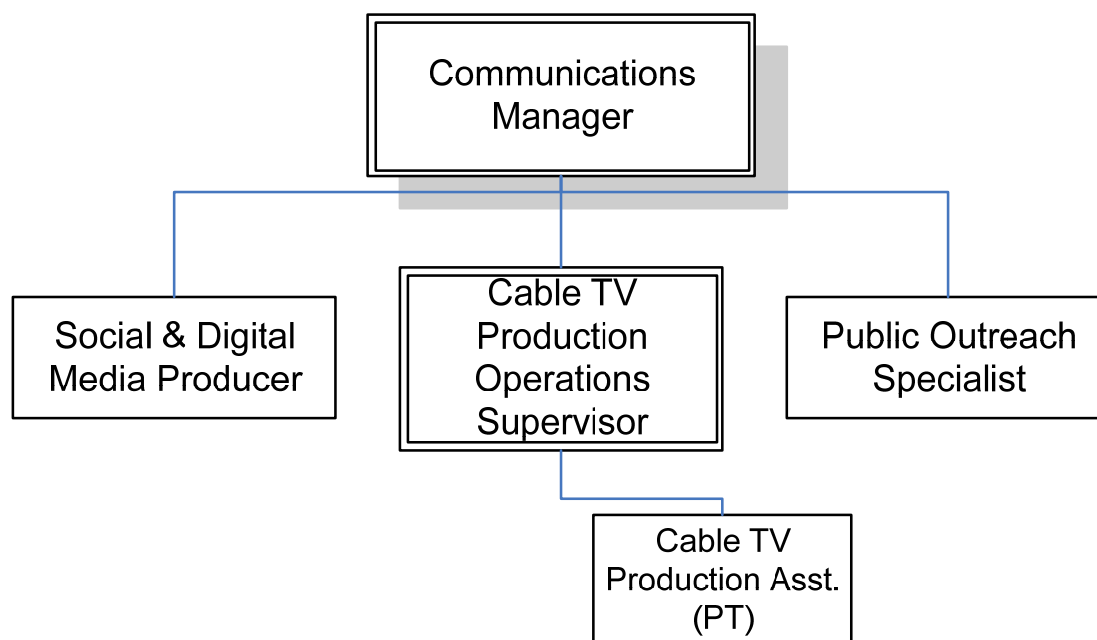
The Communications Division was created in December 2008 to develop internal and external communications and citizen participation initiatives. The Division also handles all media relations for the City and manages the City's Government Access Channel, Franklin TV and all social media.



## *City of Franklin, Tennessee - FY 2019 Budget Request* **Communications**

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### Organization Chart





## *City of Franklin, Tennessee - FY 2019 Budget Request* **Communications**

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

Communication Division      \$398,609

Increase of \$2,684 or 0.7% over FY 2018.



## *City of Franklin, Tennessee* - FY 2019 Budget Request **Communications**

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### **Base Budget Request: Operations**

Communication Division (\$12,620)\*

*\*negative is due to interfund reimbursement*

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 (\$5,600)**-This request would add additional dollars for public education and public relations, including social media promotion, and city sponsored events for example the annual tree lighting event attended by 8-10,000 people in 2017.



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### Summary:

The Communications Division accomplished many items last year. We transferred to HD and are now streaming our channel 24/7 on the Website. We air our meetings live on the Web and Social Media (Facebook & YouTube).

We went live with many special events including the Franklin Tree Lighting event which was seen by close to 40,000 people and in 7 states on Facebook. Close to 10,000 people attended the event.

Facebook followers 34,073 likes

Twitter followers 26.2 followers

Instagram increased 5,494 followers

YouTube 524,078 views