



Strategic Communications City TV Production Update

Goal 5. Promote Transparent and Consistent
Communication Amongst All Members of the Community



City TV | About

- City TV first aired in April 2008 as City 15.
 - As the government access channel for the City of El Paso, City TV provides news and information about El Paso's municipal government.
 - City TV staff of three people produce, edit and design original programming by for the sole purpose of providing local government information to residents.
- City Council meetings
 - Special Council meetings
 - County of El Paso meetings
 - 12+ Boards & Committee meetings
 - Your City in 5 (bilingual newscast)
 - For the Health of It
 - Sun City Bliss
 - Pawcast (Animal Services programming)
 - News4U (City employee program)
 - Special programming (Elf on the Shelf, Trolley Tracks, etc.)
 - Community meetings
 - PSAs on various City Departments & City Services



City TV | Your City In Five



City TV | Elf on the Shelf



Watch the full [2021 Elf on the Shelf](#) season!



Presentation | Social Media



Started 2010
66,583
@elpasotexas.gov



Started 2017
51,322
@iam_elpaso



Started 2012
43,836
@ElPasoTXGov



Started 2012
241,305 views
1,130,564 views (cumulative)
@cityofelpasotx



Thank you.

