

Strategic Communications City TV Production Update

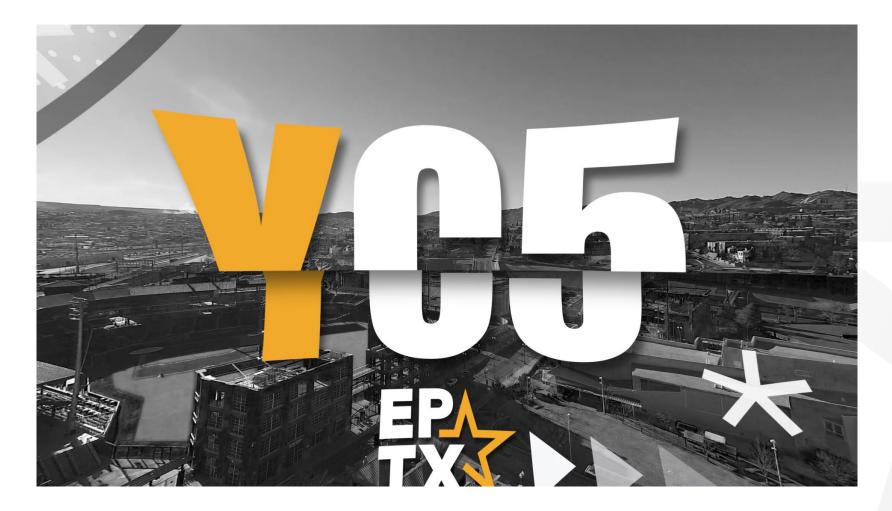
Goal 5. Promote Transparent and Consistent Communication Amongst All Members of the Community



- 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







Watch the full 2021 Elf on the Shelf season!









@iam elpaso



Started 2012 43,836 @ElPasoTXGov



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



Thank you.