

David Whitaker, Esq.
Director
Irvin Corley, Jr.
Executive Policy Manager
Marcell R. Todd, Jr.
Director, City Planning
Commission
Janese Chapman
Director, Historic Designation
Advisory Board

John Alexander
Megha Bamola
LaKisha Barclift, Esq.
Nur Barre
M. Rory Bolger, Ph.D., AICP
Elizabeth Cabot, Esq.
Tasha Cowen

City of Detroit

CITY COUNCIL

LEGISLATIVE POLICY DIVISION
208 Coleman A. Young Municipal Center
Detroit, Michigan 48226
Phone: (313) 224-4946 Fax: (313) 224-4336

George Etheridge
Christopher Gulock, AICP
Derrick Headd
Marcel Hurt, Esq.
Kimani Jeffrey
Anne Marie Langan
Jamie Murphy
Kim Newby
Analine Powers, Ph.D.
Jennifer Reinhardt, AICP
Rebecca Savage
Sabrina Shockley
Thomas Stephens, Esq.
David Teeter
Theresa Thomas
Kathryn Lynch Underwood, MUP
Ashley A. Wilson

TO: Linda Vinyard, Director
Media Services Department

FROM: David Whitaker, Director 
Legislative Policy Division

DATE: March 12, 2021

RE: 2021-2022 Budget Analysis

Attached is our budget analysis regarding your department's budget for the upcoming 2021-2022 Fiscal Year.

Please be prepared to respond to the issues/questions raised in our analysis during your scheduled hearing on **Thursday, March 25, 2021 at 11:00 am**. We would then appreciate a written response to the issues/questions prior to your budget hearing. Please forward a copy of your responses to the Councilmembers and the City Clerk's Office as well.

Please contact us if you have any questions regarding our budget analysis.

Thank you for your cooperation in this matter.

Attachments
Issues and Questions

cc: Councilmembers
Auditor General
Jay Rising, Acting Chief Financial Officer
Tanya Stoudemire, Chief Deputy Chief Financial Officer
Steve Watson, Budget Director
Renee Short, Budget Analyst
Avery Peeples, Mayor's Office
James George, Agency CFO

Media Services and Communications

FY 2021-2022 Budget Analysis by the Legislative Policy Division

The budgets for Media Services and Communications are located the Non-Departmental budget, pages B290, B292, B297, B298, B302 and B303.

Issues and Questions

1. Please briefly explain the department's new expense initiatives, new capital funding requests, operational reform and savings proposals, and new revenue initiatives/proposals to be implemented in FY 2022. Please provide which appropriation/cost center the new initiative/request/proposal is impacting in FY 2022.
2. Please indicate, if any, your number of vacancies as of February 28, 2021. If applicable, please briefly describe the difficulty of filling the vacancies. Also, please explain the department's strategy to fill the vacant positions or why they are remaining vacant.
3. For FY 2022, the department's total expenditures are increasing by \$128,022. Please briefly explain the cause for the increase.
4. Media Services is responsible for daily programming, operation and management of Government Access Channel 10, Education Access Channel 22, Neighborhoods Channel 21, and Public Access Channel 68. Are there any plans to expand programming on any of the channels? If so, briefly explain.
5. Does Communication Services have any plans to expand its outreach to the citizens to improve the City of Detroit's image? Please briefly explain the department's plans.
6. For FY 2022, the PEG fees are increasing by \$40,000 (\$2,000,000 to \$2,040,000). Please briefly explain the cause for the increase.