



Monthly Public Information Report

To: Todd Stoughton, Interim City Manager

Date: January 2, 2024

From: Alyson Crean, Public Information Officer

Subject: December Report 2024

STATISTICS

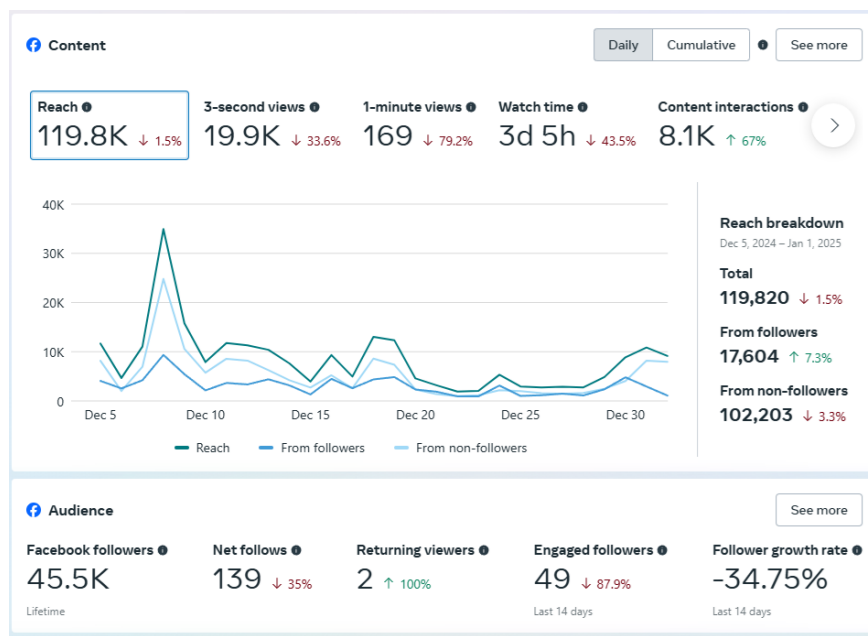
- 20 press releases
- Approximately 85 record request fulfillments
- 4 weekly directors' meetings
- Attended 1 agenda briefing meeting and 1 after action meeting
- Attended 3 police command staff meetings
- Organized and facilitated KWPD feature in the national publication The Blue
- Attended and photographed the Tree Lighting Ceremony
- Attended and photographed the Holiday Parade
- Attended and photographed the Chamber luncheon featuring the Employee, Officer, and Firefighter of the Year.
- Attended and photographed City Commission meeting
- Attended and photographed Chief Brandenburg and Chief Averette at the Woman's Club accepting
- Attended George Fernandez celebration at the San Carlos
- Attended Zoom meeting with the TV producers Blackfin
- Vetted and chose the members for Class 42 of the Ambassadors Academy
- Created the Ambassadors schedule, coordinating with the directors
- Spoke on two occasions on-air with the Morning Magazine on US1 Radio
- Mentored Take Stock in Children student
- Designed various slides and flyers
- Created several short videos

SOCIAL MEDIA STATISTICS

- City Facebook: 46,387 followers
- City Facebook statistics show we had 258,953 hits in December
- Police Facebook: 45,497 followers

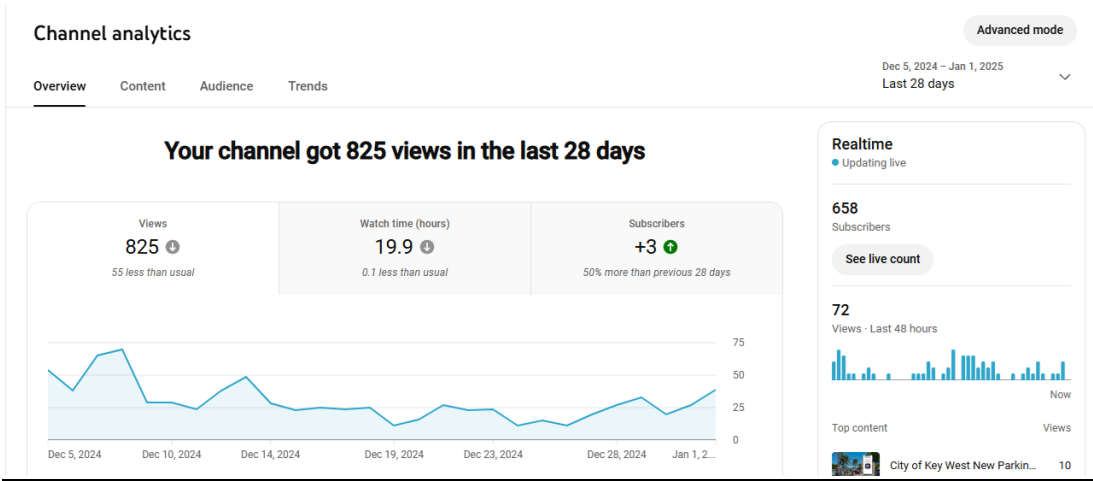
- **Police Facebook received 115,874 hits in December**
- **Most popular November posts (we average over 2,000 hits per post):**
 - **Closed corner due to damaged utility pole, 315,514 hits**
 - **Thanks to parade volunteers, 19,654 hits**
 - **Holiday parade photos, 97,976 hits**
 - **Police serve dinner at Senior Center, 14,843 hits**
 - **Shot fired on Duval, 19,766 hits**
- **City X: 20,900 followers**
- **Police X: 20,000 followers**
- **City Instagram: 5,207 followers. 13,295 hits in December**
- **City's Community Network Facebook group has 2,347 members**
- **You Tube: 658 subscribers. 825 views in December amounting to 19.9 hours in watch time.**

CITY FACEBOOK REACH



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CITY YOU TUBE REACH



CITY INSTAGRAM REACH

