



Date: April 18, 2017
To: Mayor and Members of the City Council
From: Patrick H. West, City Manager *T.M.W.*
Subject: **Weekly News Alert**

There is always something exciting going on in Long Beach like special events, current affairs, community meetings, development plans, the grand opening of new businesses, and unique experiences. We are excited to announce a new resource that will capture these events in one source. Beginning Friday, April 21, 2017, a weekly "News Alert" email with media stories concerning Long Beach will be provided to you and all City employees as an additional way for you to stay informed.

Communications programs in the City recently won five awards from the California Association of Public Information Officials (CAPIO). The News Alert will be a snapshot of local, state, and national coverage about Long Beach. Many of the stories are the result of press releases our communications team sends out detailing the wonderful initiatives and hard work happening all over the City. Links to the full story will be included for interested readers.

We will continue to use the following to keep people informed:

- Social Media (Facebook, Twitter, Instagram, and YouTube)
- Monthly City Manager Newsletter
- Link LB
- City website home page
- Department website updates
- Global Email messages
- The Friday City Newsletter
- LBTV iClips
- Alert Long Beach emergency alerts
- Press Releases and media placements
- Digital billboard placements

I am excited about this additional resource that allows us to keep you more informed about the amazing things happening in our City.

For more information, please contact Kerry Gerot, Public Affairs Officer, at (562) 570.6811.

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