

CITY OF SOUTHFIELD, MICHIGAN COMMUNICATIONS

26000 Evergreen Road | P.O. Box 2055 | Southfield, MI 48037-2055 | (248) 796-5000 | www.cityofsouthfield.com

HOW THE CITY COMMUNICATES

The City of Southfield utilizes a variety of both traditional and nontraditional communication tools to reach the community with important news and information. The City encourages residents, businesses and visitors alike to seek out the tools that they prefer to use to stay informed and in the know. Get connected and keep up to date with all of the latest City info and news, upcoming events, special announcements and more!



PRINT PUBLICATIONS

City of Southfield Calendar/Annual Report: The City of Southfield produces an annual calendar that is sent to all residents and businesses and contains important city information, events, garbage collection delays, and office closure information.

Southfield Living Magazine: *Southfield Living* is published biannually for all Southfield residents and businesses to inform residents about voting precincts, city news, programs and services, and upcoming events.

Parks & Recreation Activities Guide: The Parks & Recreation Guide is a quarterly newsletter that lists activities and events for kids, adults, and seniors to enjoy.

Letters and Postcards: Direct mail pieces and correspondence is sent citywide or to select residents/businesses as needed.

Neighborhood Focus: Homeowner and Condo Association Newsletter.

Annual Water Quality Report: Required by federal law to be sent to all water customers by July 1 each year.

New Resident Welcome Packets: The New Resident Packet provide newcomers to Southfield with information on city services, important phone numbers and a directory of local businesses.

Southfield Fact Sheet: The Southfield Fact Sheet is a one-page fact sheet about the City of Southfield as well as a list of important contact phone numbers for city hall.



MEDIA & PUBLIC RELATIONS

Press Releases: The Community Relations Department produces and distributes numerous press releases for the City of Southfield to share important news and events with the media.

Press Conferences and Public Service Announcements (PSA's): The City of Southfield Community Relations Department holds press conferences and produces PSA's as needed to convey important and timely information to the media and community.



DIGITAL COMMUNICATIONS

Southfield City Website: The City's website is updated and maintained daily with information for each department and division. To visit the City website: <https://www.cityofsouthfield.com>

Social Media: The City of Southfield has active social media accounts on Facebook, Instagram, Twitter, Nextdoor and LinkedIn. These accounts are updated daily with news, events and important information on the happenings of the Southfield City government. Many departments, such as Parks & Recreation, Police, Fire, and Southfield Public Library also maintain social media accounts to provide news and information to the community.

Southfield Cable 15: Southfield Cable 15 provides residents with a mix of television programming and video content on topics including government, education, business, news, arts and culture.

Southfield eNewsletter: The Southfield eNewsletter provides residents with timely information and alerts from the city directly into their mailbox. To subscribe, go to: bit.ly/3xU2Ywv



ONSITE COMMUNICATIONS

Digital Displays: Digital display information monitors are located throughout the municipal campus, including City Hall, Parks & Recreation Building, Public Services Building, and the Police Headquarters.

Evergreen Road Electronic Sign: The electronic sign outside of the Southfield Municipal Campus on Evergreen Road displays important news, alerts, and communications from the city.

Community Events: The City of Southfield hosts a number of community events including the annual Martin Luther King, Jr. Peace Walk, the Black History Month Kick-off, Kimmie Horne Jazz Festival, Community Pride Awards, Southfield Photo Prize and others.

Phone System Message on Hold: The City of Southfield Community Relations Department produces informational messages for callers on hold.

Stay connected to the City of Southfield! Sign-up for our free electronic newsletter at bit.ly/3xU2Ywv and follow us on social media!