



LaDonna Hinesley <lhinesley@cityoffoley.org>

Re: Request to approve media monitoring subscription and

1 message

Michael Thompson <mthompson@cityoffoley.org>

Mon, Jan 29, 2024 at 2:06 PM

To: LaDonna Hinesley <lhinesley@cityoffoley.org>

Cc: Wayne Trawick <wtrawick@trawickb.com>

Hi LaDonna,

Yes I was expecting this request.

Mike

On Mon, Jan 29, 2024 at 1:04 PM LaDonna Hinesley <lhinesley@cityoffoley.org> wrote:

Hi Mike and Wayne,

Mike, this will probably look familiar as we have been discussing this issue for a couple of months now.

We have researched a number of companies that do media monitoring and determined that Critical Mention looks to be our best fit. Attached you will find a budget request for an increase of \$5,800 to purchase a subscription. Wayne, I did not put that in the header above because I wanted you to open it. :)

Here is how this service can benefit the city. They keep up with TV, radio, online news and social media. Anytime the city, or our police department, or library or Graham Creek, or any of the key words that we determine pops up, this service captures it and sends us a copy.

I hate this example, but it shows what the service will do. IF we had this two weeks ago, we could have collected every report on Stabbing in Foley to see how far the story went. We would have been able to send links to city officials so you could see the actual news reports. It allows us to see how things are playing out in the news. That allows us to push back with corrections when and if needed.

It can also show the reach for stories like being named a WWII Heritage City.

Officials will be aware of how often the city is mentioned in the news, what is being said, and how far the stories are going. The marketing department will be better able to use this type of information to better promote the city.

We would appreciate the opportunity to move this forward on the Feb. 5 council agenda.

LaDonna

LaDonna Hinesley
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