



# How the City Communicates



*Hello, Fitchburg Community Member!*

The City utilizes a variety of both traditional and nontraditional communication tools to reach its many stakeholders – including residents, business owners, developers and others. **The City relies on our stakeholders to seek out the tools that they prefer to use** to get details on news, events, programs and more. Subscribe to a Notify Me, visit our Facebook pages, check out the City calendar on the website — **in short, please use and peruse the tools at your disposal to find the information you need, when you need it.**



## Print Publications

- **Prime Time News:** Eight-page newsletter published monthly by the Senior Center - in print & on website
- **Noteworthy:** Tax bill insert mailed to all property owners yearly
- **Activity Guide:** Recreation digital guide published on the City's website twice each year
- **Postcards:** Direct mail pieces sent Citywide or to select residents/businesses as needed
- **Letters:** Correspondence sent Citywide or to select residents/businesses as needed



## Digital Communications

- **www.fitchburgwi.gov:** The City's website updated with information for each department and division
- **Lobby TVs:** digital ads in City Hall, Community Center and the Police Department
- **Fitchburg Access Community Television- FACTv**
- F1 Government Channel- City meetings coverage
- F2 Community Channel- local news coverage and City information
- Find FACTv: Cable TV, Live Streaming, Video on Demand, Apple TV, Roku, Amazon Fire TV, Social Media
- [www.fitchburgwi.gov/FACTv](http://www.fitchburgwi.gov/FACTv)



## Advertising and Public Relations

- **Print Ads**
- **Press Releases**
- **Partner Outreach** (neighborhood associations, civic groups, school districts, landlord contacts, Fitchburg Chamber Visitor & Business Bureau)



## In Person

- **Police Outreach:** in-person meetings in various districts
- **Council and Board Meetings:** Council, board or commission meetings are open to stakeholders to learn more and share input
- **Fire Outreach:** annual open house & station tours
- **City Hall:** Stop by City Hall to chat with a staff member



## eNewsletters

- **Recreation:** Twice-yearly publication of recreation programs and park features
- **Senior Center Newsletter:** Monthly publication of programs and news



## Social Media

- **LinkedIn**
- **NextDoor** - Police
- **Facebook**
  - General City
  - Police
  - Recreation
  - Senior Center
  - Fire
  - FACTv
  - Library
  - Economic Development
- **Twitter**
  - General City and Police Dept.
- **YouTube**
  - FACTv



## Signage and Outdoor

- **Portable Message Boards**
- **Event Banners**
- **Light-pole Banners/Flags**



## Phone and Text

- **Notify Me & Newsflash:** Phone, text & email alerts, and City announcements that are shared with subscribers
- **Cancellation Line:** Phone line for the Recreation Department programs that provides cancellations



Sign up for Notify Me or Follow Us on Social Media!  
[www.fitchburgwi.gov/list.aspx](http://www.fitchburgwi.gov/list.aspx)



# Stay Informed with Newsflashes & Notify Me Alerts

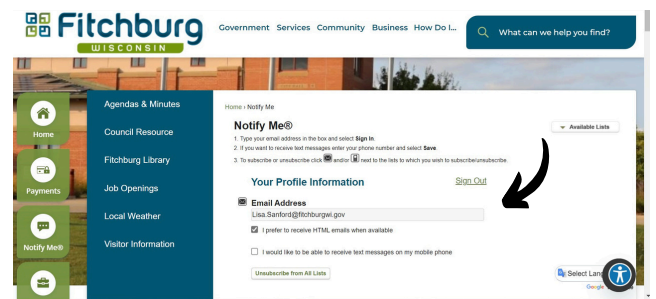
The City of Fitchburg website has a Notify Me Center where citizens can sign up for various email or text notifications from departments. Whether you are looking for an alert when an agenda is posted or when there is important City news and information, visit our Notify Me Center to subscribe. You can safely add your mobile number and email address to our notification system and choose your alerts.

This is a great way to stay informed on important City information and events.

1. Visit [www.fitchburgwi.gov](http://www.fitchburgwi.gov) on your mobile device or laptop & select Notify Me.



2. Set up your profile by entering your email for email notifications and/or your phone number for text notifications.



3. Scroll down and select the notifications you wish to receive from the lists. Be sure to select your preference of email and/or text notification. A sampling from each section is shown.

### News Flash

| METHO D                             | LIST NAME                      | DESCRIPTION                    |
|-------------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/>            | Assessing                      | Assessing News                 |
| <input type="checkbox"/>            | Building Inspection Department |                                |
| <input type="checkbox"/>            | City Clerk                     | City Clerk News                |
| <input checked="" type="checkbox"/> | City of Fitchburg              | City of Fitchburg News         |
| <input type="checkbox"/>            | Economic Development           | Economic Development News      |
| <input type="checkbox"/>            | FACTV                          | FACTv News                     |
| <input type="checkbox"/>            | Finance                        | Finance News                   |
| <input type="checkbox"/>            | Fire Department                | Fire Department News           |
| <input checked="" type="checkbox"/> | Fire Department Press Releases | Fire Department Press Releases |

### Alert Center

| METHO D                             | LIST NAME                  | DESCRIPTION  |
|-------------------------------------|----------------------------|--|
| <input checked="" type="checkbox"/> | Public Safety Alerts       | Incidents impacting health and/or safety that could require pre-cautionary measures to be taken.                                     |
| <input checked="" type="checkbox"/> | Transportation Emergencies | Any incident that causes a major disruption in traffic, or closes streets.   |
| <input checked="" type="checkbox"/> | Utility Emergencies        | Incidents that involve water main breaks, boil water notices, sanitary sewer main back ups or storm sewer back ups causing flooding. |

### Notify Me

| METHO D                  | LIST NAME                      | DESCRIPTION  |
|--------------------------|--------------------------------|--|
| <input type="checkbox"/> | Adopt-A-Storm-Drain            | Volunteer to adopt a storm drain to help keep our waterways clean! |
| <input type="checkbox"/> | Agenda - Board of PW           | Meeting Agenda Notifications                                       |
| <input type="checkbox"/> | Agenda - CEDA                  | Meeting Agenda Notifications                                       |
| <input type="checkbox"/> | Agenda - Common Council        | Meeting Agenda Notifications                                       |
| <input type="checkbox"/> | Agenda - Finance               | Meeting Agenda Notifications                                       |
| <input type="checkbox"/> | Agenda - Other Public Meetings | Meeting Agenda Notifications                                       |

### Calendar

| METHO D                  | LIST NAME                     | DESCRIPTION                            |
|--------------------------|-------------------------------|--|
| <input type="checkbox"/> | Committee/Commission Meetings | Committee/Commission Meetings Calendar |
| <input type="checkbox"/> | Community Center              | Community Center Calendar              |
| <input type="checkbox"/> | Community Events              | Community Events Calendar              |
| <input type="checkbox"/> | Economic Development          | Economic Development Calendar          |

Please be sure to set your spam blocker to allow email from [listserv@civicplus.com](mailto:listserv@civicplus.com).

You can manage your subscription at any time by revisiting your Notify Me profile.