



CITY OF MOUNT AIRY

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CITY LOOKS TO INCREASE VIEWERSHIP OF GOVERNMENT CABLE CHANNEL AS PART OF PUBLIC OUTREACH EFFORT

The City of Mount Airy isn't trying to compete with the big networks for viewers, but is hoping to make changes to its government channel on the local cable television system as part of a wider effort to improve communication to residents and businesses using low cost, available resources and personnel. The city wants to improve the way we inform the public of matters related to the city government. In doing such, they want to look at how to do so effectively and at little if any additional costs.

Barbara Jones, City Manager, plans to improve the way the city government provides public information. One way to do so was to start with a revamping of the government channel 6, currently broadcast to the city residents subscribing to Time Warner cable television. The channel has been in place for many years, but the time has come to refresh the look and material. Channel 6 is used to run a continual loop of slides containing information on city services, public safety tips, or upcoming public meetings and events. Government channels are avenues for our citizens to stay in tune with the different happenings and events anytime of the day or for as long as their time and interest allows. Government channels are often used for quick checks of current information or left on as a neutral background by some businesses. The City is working to keep the material fresh and to work with TimeWarner Cable to provide background sound in the immediate future.

The city hopes that citizens may soon utilize Channel 6 to tune in to get a 5 minute update on items of interest. With the recent changes, the city staff has used Channel 6 to post notices of alterations of sanitation routes due to holidays and inclement weather. We hope to be able to post information during emergencies, notify of street closings and detours for construction, utility line breaks in service, and public safety warnings. Jones has assigned Assistant City Manager Keith Holland the tasks of keeping this channel fresh and informative. Keith states that he hopes to be able to add some "Did you know..." type of slides to help in civic education of some of the services the city performs and to help address some frequently asked questions about city government. Please stay tuned to Channel 6 for these new upgrades.

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