



Communications & Public Information Overview





Who are We?

- City Spokespersons
- Media Relations
- Citywide Communications
- Community Engagement
- Webpage Management



James F. Parajon, City Manager



Director*
Ebony C. Fleming

Team OCPI



Strategic Communications Manager*
Berkeley Teate



Outreach Coordinator*
Elaine Scott

Language Access Coordinator

Recruitment In Progress

Strategic Planner

Proposed for FY23



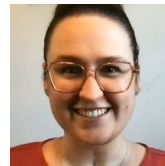
Creative Communications Manager
Justin Thompson



Web Developer*
Gerry Dineros

Visual Information Developer

Recruitment In Progress



Web Editor
Jacqueline Cozma

Editorial Comms Manager

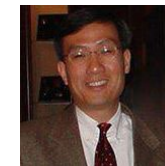
Recruitment In Progress



Writer/Editor
Jael Zeballos

Writer/Editor

Recruitment In Progress



Contractor
Ernest Leong



Editorial Branch

(Writing)

- Editorial advisor to PIOs
- Establish, execute and maintain citywide style guide policies, tone/voice
- Support variety of platforms
- See publications through editorial process
- Ensure language access and cultural competence to effectively reach Alexandria residents
- Provide support and tools to staff



Strategic Branch

(Outreach)

- Develop Citywide Communication Plan
- Contribute to development of citywide language access and community outreach
- Align department communication schedules with City priorities
- Work with departments to develop communication plans
- Coordinate with department communicators
- Help establish internal workflow conducive to all branch needs



Creative Branch

(Web Site/Social Media)

- Deliver creative communications products and ideas according to strategic communication plans
- Identify and adopt citywide standards and technical guidance for communication platforms and tools
- Provide guidance on using communication platforms to reach audience and objectives
- Ensure language access and cultural competence to effectively reach Alexandria residents



How We Communicate

- External Communications

- alexandriava.gov
- AlexTV Channel 70
- Citywide Calendar of Events
- Emergency Alerts (not 911)
- eNews
- Media Relations
- News Releases
- Social Media and Webcasts
- Community Outreach & Engagement

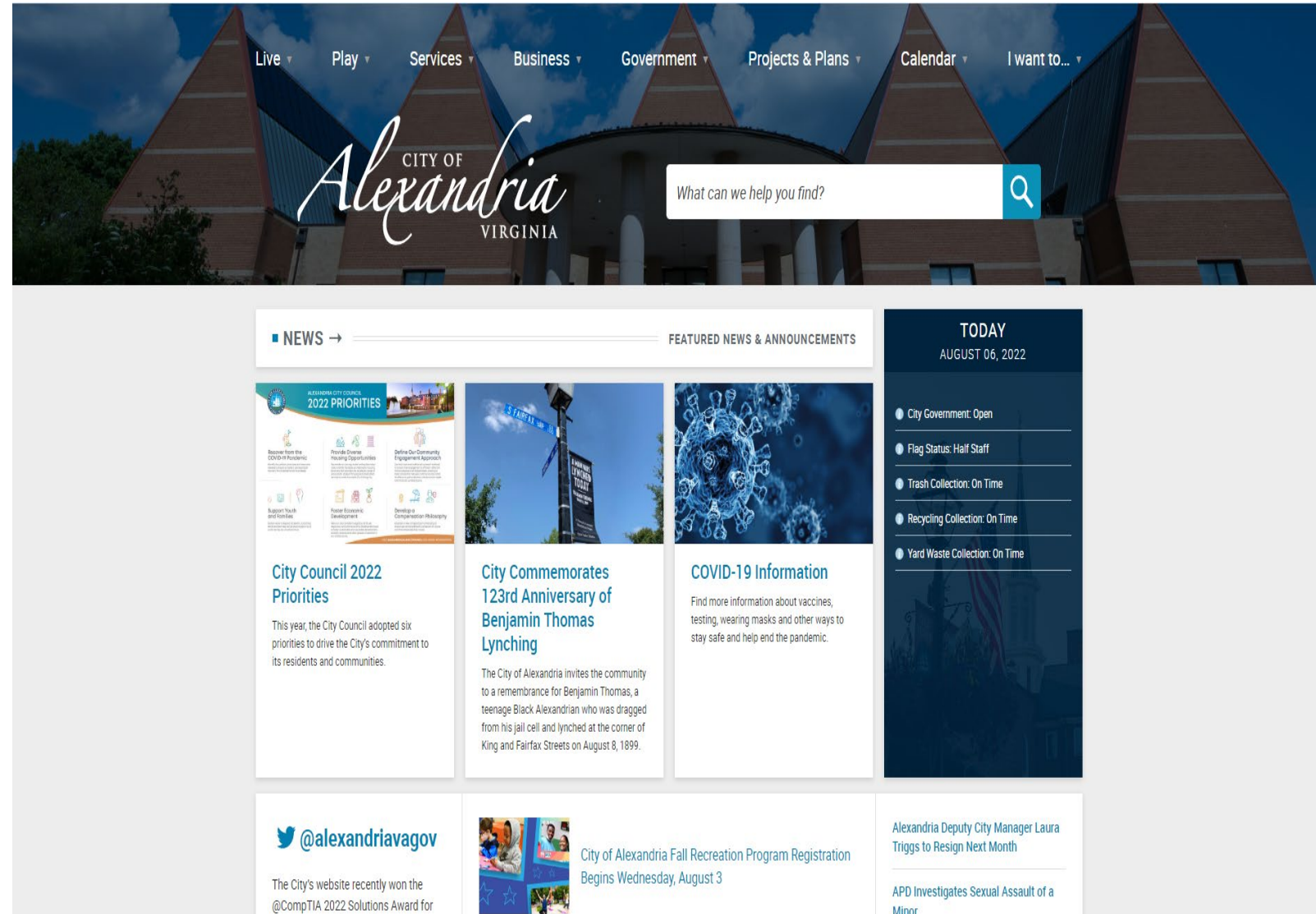
Internal Communications

- *AlexNet*
- *AlexNews (on hiatus)*
- Employee focused information
- Emergency Communications
- Communications Tools
- Style Guide and Protocols



External Communications

- alexandriava.gov
- News Releases
- Media Advisories
- Alexandria eNews
- Channel 70
- Social Media
- Calendar of Events
- Virtual Presentations





Internal Communications

- AlexNet:
alexandriava.gov/AlexNet
- AlexNews (on hiatus)
 - Employee Newsletter
- Emergency Communications
 - eMail
- Employee Hotline

The screenshot shows the AlexNet website interface. At the top is a banner with the City of Alexandria logo and the text "AlexNet". Below the banner is a navigation bar with the date "Saturday, August 6, 2022" and a search bar. The main content area is divided into sections: "WELCOME, Elaine" with links to "My Department", "My Work'n Well", "My Mail & Calendar", "My Pay, Leave & Info", "My Time & Attendance", and "Report a Problem | AlexIT". Below this is a "RESOURCES" section with links to "Administrative Regulations", "AlexNews", "Calendar of Events", "City Manager's Corner", "Communications & Public Information", "City Jobs | Promotional", "Departments & Offices", "Discounts for Employees", "Emergency Preparedness", "Employee Awards & Recognition", "Employee Enrichment Programs", "Ethics & Fraud Hotline", "GIS & Maps | GARI", and "Human Resources". The right sidebar features "WHAT'S NEW..." with links to "In the Forums" (including "Available committed affordable rental units list now available (in English and Spanish)!", "This one is for those who drive!", "Help Support the City's Center for Children & Families Team!", "Vacation Rental-Little River, South Carolina (2 BR Condo near the beach)", and "Prada Handbag for Sale") and "On AlexNet" (including "City Accepting Applications for Fall Academy Sessions", "Work'n Well Resources", and "Finance Staff Photo Directory"). The main content area also features several news items: "Cashout Your Commute With The New Parking Cashout Program", "Master Deputy Zygmunt Honored by Sons of the American Revolution", "City Accepting Applications for Fall Academy Sessions", and "Race and Social Equity Office Offers Summer Training Opportunities".



Alexandria eNews

alexandriava.gov/eNews

- Everybody should sign up with a work and personal email address
- Emergency alerts
- 100+ choices of topics
- Free e-mails, texts, voice calls
- 50,000+ subscribers

The screenshot shows the Alexandria eNews website. At the top is the City of Alexandria logo and the text "City of Alexandria eNews". Below this is a "USER LOGIN" section with fields for "email address" and "password", a "Remember my email address" checkbox, and "Log in" and "Lost password?" links. To the right of the login section is a banner that says "Stay informed with eNews!" followed by a paragraph about the service. Below the banner is a section titled "Don't miss out on important news and emergency alerts. Sign up for Alexandria eNews today!" and a list of topics currently available. The topics are organized into three columns: General Information, Planning and Zoning, and Public Safety. At the bottom of the login section is a "New User Registration" link and a "Latest Alerts" link. Below these are links for "Send Username", "Frequently Asked Questions", "RSS", "Send Password", "Learn More", and "FAQ". At the bottom of the page is a small image of a Blackberry phone displaying a message about the West Office Building.

USER LOGIN

email address
password
☐ Remember my email address
[Log in](#) [Lost password?](#)

[New User Registration](#)
[Latest Alerts](#)
[Send Username](#)
[Frequently Asked Questions](#)
[RSS](#)
[Send Password](#)
[Learn More](#)
[FAQ](#)

Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

**Don't miss out on important news and emergency alerts.
Sign up for Alexandria eNews today!**

The following groups are currently available on Alexandria eNews:


- **General Information**
 - Alexandria City Council
 - Alexandria Library Monthly Calendar
 - American Recovery and Reinvestment Act (Stimulus)
 - Animal Watch
 - Animal Welfare League News
 - Boards and Commissions Vacancies
 - Economic Development Updates
 - Election Information and Sample Ballots
 - FYI Alexandria
 - General City News Releases
 - Government Telephone Number Changes
 - Job Opportunities
 - Notices of City Government Meetings
- **Planning and Zoning**
 - Administrative Requests for SUPs
 - All Community Meetings
 - All General Information
 - Arlandria
 - Beauregard Corridor Plan
 - Boards of Architectural Review
 - Board of Zoning Appeals
 - Braddock Road Metro Area
 - Carlyle / Eisenhower East
 - Eisenhower West Planning Study
 - Historic Districts and Historic Preservation
 - Hunting Creek
 - Infill Development
 - King Street
 - Landmark / Van Dorn Updates
 - Mt. Vernon Avenue Updates
 - Open Space Planning
 - Planning Commission
 - Potomac Yard Updates
 - Route 1 Planning
- **Public Safety**
 - Code Enforcement Updates

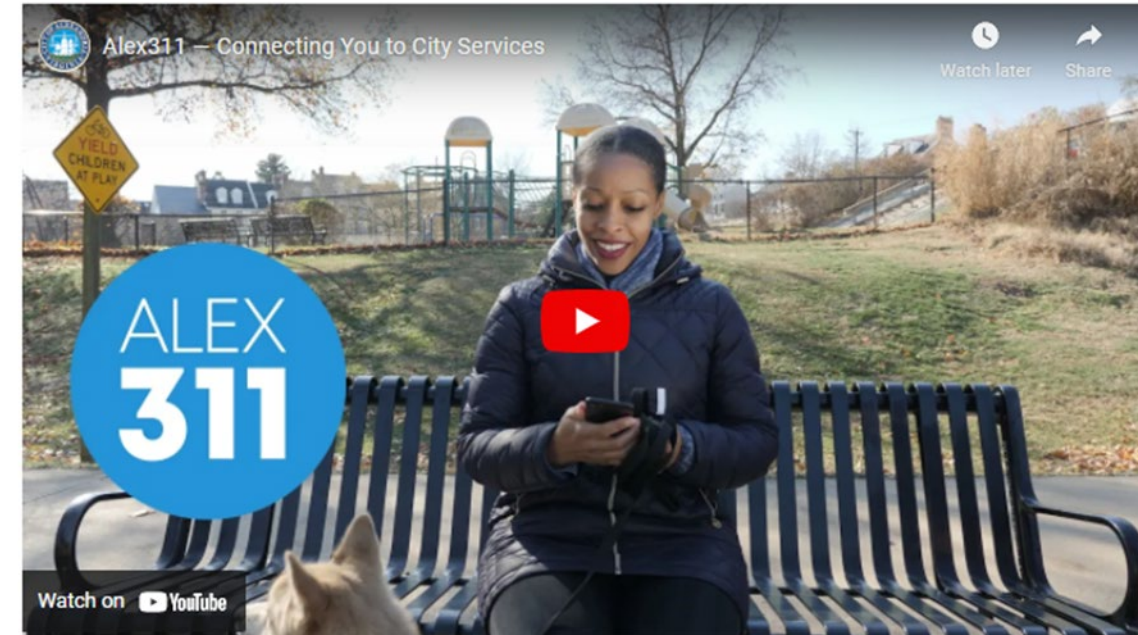


Alex311



6 Convenient Ways to Connect:

-  Web – alexandriava.gov/Alex311
-  Mobile App – Available in the App Store or Google Play
-  Twitter – @AlexandriaVA311
-  Facebook – @AlexandriaVA311
-  Phone – Dial 311 or 703.746.4311
 - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
-  In-Person





Office of Communications & Public Information

City Hall, 301 King St., Suite 3230
703.746.3960

alexandriava.gov/Communications
Alexandriava.gov/AlexNet

Ebony C. Fleming
Director
703.746.3965
ebony.fleming@alexandriava.gov