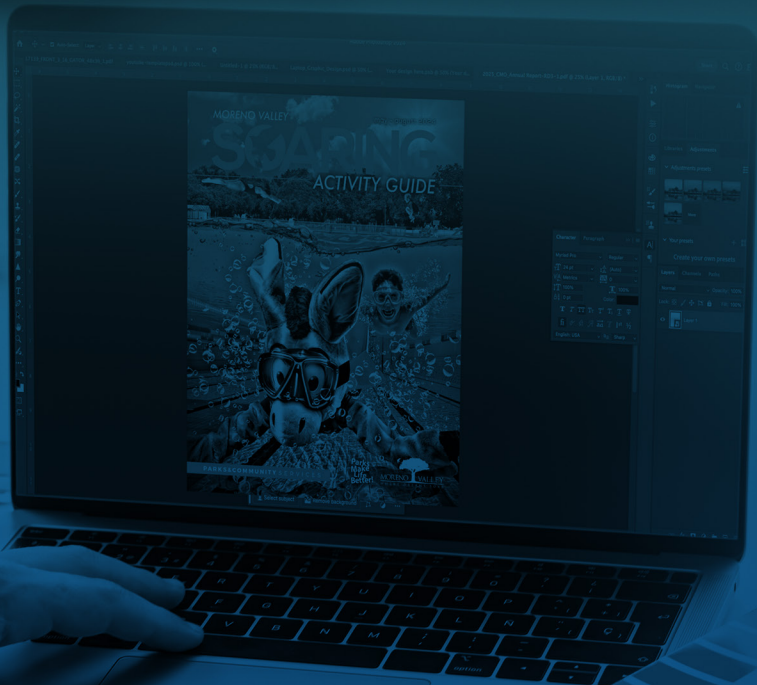


media
& communications

PLAN



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section 1 | STRATEGY

mission

s t a t e m e n t

The City of Moreno Valley's Media & Communications Division is dedicated to delivering clear, timely, and engaging content across multiple platforms to inform, inspire, and involve our community.

vision

s t a t e m e n t

The City of Moreno Valley's Media & Communications Division will become Southern California's gold standard in local government, leading the region in content accessibility, quality, and effectiveness.

strategic

p r i o r i t i e s

The staff members of the City of Moreno Valley's Media & Communications Division are the stewards of the City's brand, its public identity, communication channels, and messaging. The inherent responsibility of the Media & Communications Division is to operate with the highest levels of professionalism and consistency in all matters of content creation. The Media & Communications Division establishes the voice and personality of City messaging. The Division is the architect of the communication infrastructure, which serves Moreno Valley's local government, the general public, and community stakeholders. This is a profoundly important responsibility. Messaging must be concise. Content must be effective and accessible. Communication channels must be efficient. Service must be exemplary. The Media & Communications Division must operate with unwavering ethical standards. These expectations are non-negotiable, and the staff must strive to meet these responsibilities through the relentless pursuit of the following priorities:

1. Providing transparent communications
2. Utilizing taxpayer dollars efficiently and responsibly
3. Complying with City, state, and federal laws, communication mandates, policies, and procedures
4. Crafting timely, clear, and effective messaging
5. Producing superior quality content across all media channels
6. Innovatively designing creative works with a focus on constant improvement
7. Seeking accuracy, consistency, and effectiveness
8. Delivering prompt, professional, and courteous customer service
9. Building, maintaining, and strengthening Moreno Valley's brand and reputation
10. Promoting diversity, equity, and inclusivity in all communication efforts
11. Fostering strong local media relations
12. Increasing civic engagement and resident participation in City activities, events, programs, and services
13. Leading strategic campaigns on key City priorities and initiatives
14. Maintaining strong relationships with City partners, vendors, and agencies
15. Recruiting, training, and retaining talented, high-quality team members

goals and o b j e c t i v e s

The Media & Communications Division's vision, mission, and strategic priorities will guide staff efforts. The Division's goals and objectives align with the City's, supporting the strategic and operational priorities that move Moreno Valley forward as a municipality, while serving the community at the highest possible level. The commitment to these strategies and principles will help the Division achieve the following goals and objectives:

GOAL: DELIVER EXCEPTIONAL SERVICE & MEET CUSTOMER CARE STANDARDS

- Objective: On-time delivery of assets, content, and other deliverables to our constituents for all City events, programs, and initiatives.
- Objective: Meet or exceed City-mandated response time minimums for all internal/external communication expectations and requirements.
- Objective: Produce content, assets, and deliverables that meet or exceed the objectives of the campaign or customer need (attendance, viewership, registration/enrollment, etc.).

GOAL: OPTIMIZE COMMUNICATION ACROSS ALL CHANNELS

- Objective: Increase customization of messaging to fit various audiences by adjusting for:
 - Language barriers
 - Communication styles/standards
 - Age/education/comprehension levels
- Objective: Enhance efficiency and effectiveness of all City communication channels. Regularly monitor key metrics and data analyses that drive future content creation, media placement, and messaging strategies.
- Objective: Increase engagement and participation in City events, initiatives, programs, or services. Optimize our communication efforts to grow event attendance, build awareness, and improve the City's reputation year over year.

GOAL: MAXIMIZE OPERATIONAL EFFICIENCY, TRANSPARENCY, AND CONSISTENCY

- Objective: Annual review of performance indicators (attendance, views, subscribers, and delivery rates) to ensure that the Division and individual staff use the best tools and resources to execute their assignments and responsibilities in the most effective and efficient manner possible. Identify and rectify any deficiencies in terms of resources, training, or staffing needed to accomplish City communication-related priorities.

- Objective: Constant improvement of all media production processes through annualized content planning, proactive outreach to City staff to understand priorities and determine needs, and optimization of all workflow tools and processes.
- Objective: Develop, publish, and adhere to all department-related policies and procedures with regard to requests, workflow, approvals, and dissemination.

GOAL: ALIGN WITH THE STRATEGIC PRIORITIES OF THE CITY COUNCIL

- Objective: Develop, design, and execute all deliverables to complement, move forward, and support the priorities and objectives listed in the Momentum MoVal Strategic Plan and the City Council's Goals:

MOMENTUM MOVAL STRATEGIC GOALS

1. Economic Development
2. Public Safety
3. Library
4. Infrastructure
5. Beautification, Community Engagement, and Quality of Life
6. Youth Programs

CITY COUNCIL GOALS

1. Advocacy: Develop cooperative intergovernmental relationships and be a forceful advocate of City policies, objectives, and goals to appropriate external governments, agencies, and corporations.
 2. Revenue Diversification and Preservation: Develop a variety of City revenue sources and policies to create a stable revenue base and fiscal policies to support essential City services, regardless of economic climate.
 3. Public Safety: Provide a safe and secure environment for people and property in the community, control the number and severity of fire and hazardous material incidents, and provide protection for citizens who live, work, and visit the City of Moreno Valley.
 4. Public Facilities and Capital Projects: Ensure that needed public facilities, roadway improvements, and other infrastructure improvements are constructed and maintained.
 5. Positive Environment: Create a positive environment for the development of Moreno Valley's future.
 6. Community Image, Neighborhood Pride, and Cleanliness: Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.
- Objective: Develop, design, and execute all deliverables to complement, move forward, and support the priorities and objectives listed in the various department/divisions and others within the employ of the City.

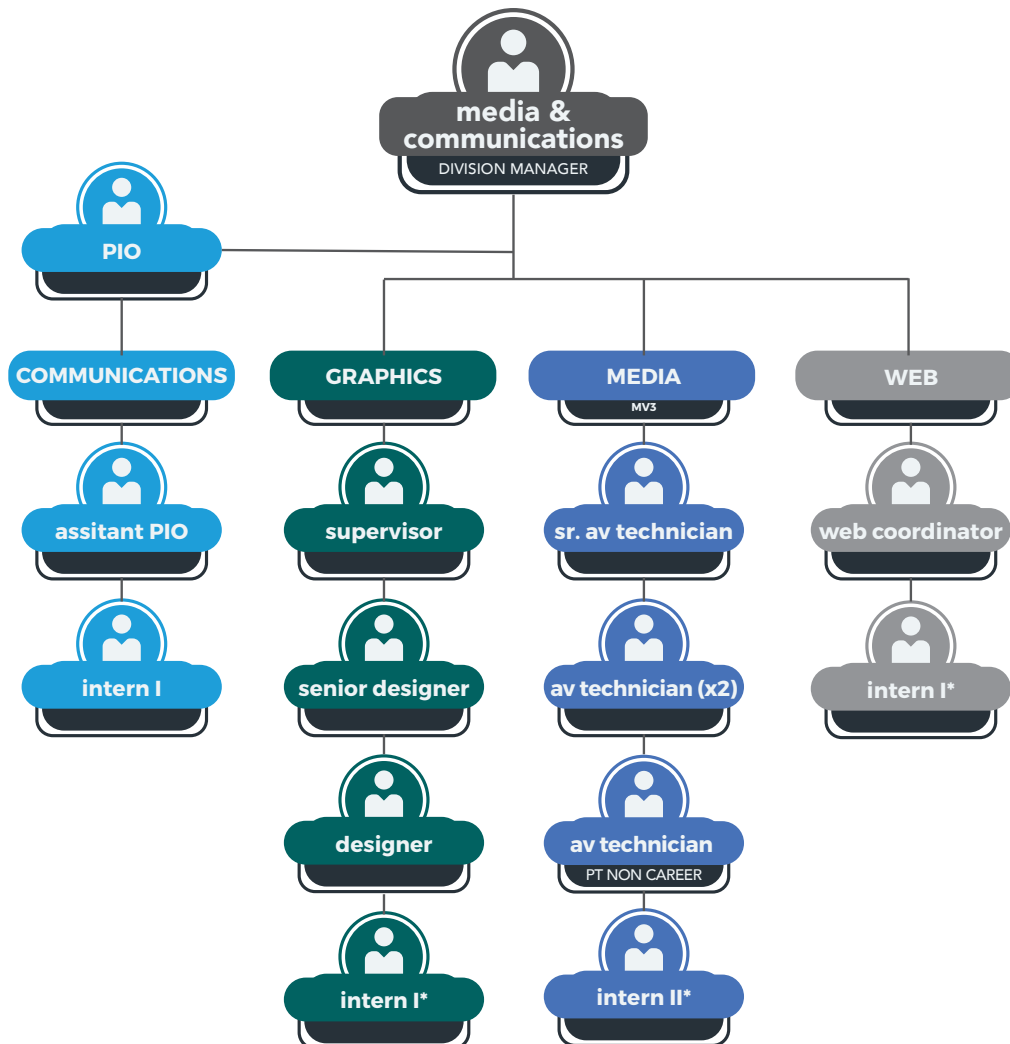
section 2 | OPERATIONAL PLAN

staffing

In order to support the promotional and informational needs of the staff of the City of Moreno Valley, the Media & Communications division must recruit, hire, and retain the most talented, experienced, and dedicated team members available in the workforce. Additionally, the divisions must be organized in a manner that not only utilizes those talents in the most synergistic, productive way, but also does so with an unwavering focus on efficiency and effective time and resource management. As such, the org chart below depicts the recommended roles and organizational structure, based on current and anticipated future production needs.

organizational chart

The organizational chart below presents the approved staffing plan as of fiscal year 2025-2026.



*intern positions are temporary

roles & responsibilities

The following job descriptions provide a top-line summary for each role listed in the organizational chart. For the detailed job descriptions, please review the full descriptions in Section 5.

- **Media & Communications Division Manager:** Under general direction, plans, organizes, manages, and evaluates the activities of the Division. This position oversees the City's Government Access Cable television channel, the City's graphics section, and the City's website development/maintenance program, as well as servicing the audio/visual demands of the City. This position also interprets, implements, and administers the provisions of the City's cable television franchise agreements. The Division establishes performance requirements and professional development targets, while working with staff to maintain a high-performance, customer service-oriented work environment. Assists in planning and conducting significant City community outreach events.
- **Public Information Officer:** Under direction of the Media & Communications Division Manager, this position plans, manages, and coordinates the City's public information programs; which include the programs of public relations, advertising, community relations and government relations, both internally and externally; represent the City's interests with various government agencies and officials; act as the City's spokesperson; write and edit City publications; interact with citizens, elected officials, and other individuals and groups; work with minimal supervision; and performs related duties as assigned. This position supervises other personnel.
- **Assistant Public Information Officer:** Under general supervision from the Public Information Officer, prepares public information in support of the City's public information programs, to include the programs of public relations, advertising, community relations, and government relations, both internal and external marketing initiatives; writes and edits City publications and performs related duties as assigned; and, is responsible for monitoring and maintaining the City's brand standards and all marketing activities in support of, and as they relate to, the overall City brand and the branding within City departments.
- **Graphics Supervisor:** Under general supervision, performs a wide variety of complex assignments in the design and production of printed publications, visual displays and web-based presentations; designs and produces logos for publications; develops, and formats print layouts; and, other related duties as assigned.
- **Sr. Graphic Designer:** Under general supervision, this position will assist in providing graphic support to staff and perform basic design, layout, and illustrative work – including preparing charts, diagrams, maps, typesetting, scanning, preparing digital artwork, printing; office duties such as filing; and, a variety of assigned related tasks. This position will also assist the Graphics Supervisor in providing general art direction and guidance to the Graphic Designer.
- **Graphic Designer:** Under general supervision, this position will assist in providing graphic support to staff and perform basic design, layout, illustrative work – including preparing charts, diagrams, maps, typesetting, scanning, preparing digital artwork printing; office duties such as filing; and, a variety of assigned related tasks.

- **Senior Audio Visual Technician:** Under general supervision, performs and may lead production and post-production assignments in the daily operations of the City's cable television channel, MV3; performs station operations; equipment inventory; may supervise audio visual assignments; and, performs related duties as assigned.
- **Audio Visual Technician:** Under direct supervision, performs production and post-production assignments in the daily operations of the City's cable television channel, MV3; performs station operations; and, performs related duties as assigned.
- **Website Coordinator:** Under the direction of the Media & Communications Division Manager, this position will plan, coordinate, implement, and schedule updates to the City's website. The Website Coordinator is responsible for the security of the City's website, as well as ensuring the site's accuracy, modernity, usability, searchability, and ADA compliance. This position is also responsible for utilizing the City's website contractor to maximize efficiency and site uptime.

resources

The Media & Communications Division owns, subscribes to, or procures the necessary resources to complete its daily tasks. This includes a broad range of audio/visual equipment, software, hardware, vendors, and consultants that are acquired and vetted by the Division according to approved budgets and under the close supervision of the City Manager's Office. Below is a simplified list of the types of resources that are readily available for deployment and utilization by the Division.

The Media & Communications Division Manager is responsible for managing the inventory, maintenance, and timely upgrading of these resources as needed to ensure that the City is able to meet or exceed its production standards.

List of resources (Not all-inclusive)

- **HARDWARE**
 - o Video cameras
 - o Digital cameras
 - o Projectors
 - o Microphones
 - Wired
 - Wireless
 - Lavalier
 - o Speakers
 - o Monitors and televisions
 - o Headsets
- **MISC. SUPPORTING EQUIPMENT**
 - o Various A/V cables
 - o Photographic key lights, fill lights, and diffusers
 - o Adaptors and converters
 - o Surge protectors and extension cords
 - o Podium
 - o Microphone stands and clips
 - o Television and monitor stands
 - o Grip supplies (apple boxes, gaffer's tape, sandbags, etc.)
 - o Green screen and photo backdrops

- **SOFTWARE, APPS, & SUBSCRIPTIONS**

- o Adobe Creative Suite

- Premiere (video editing)
- After Effects (video effects and motion graphics)
- Photoshop (image editing)
- Lightroom (color balancing)
- Illustrator (vector image creation and editing)
- InDesign (publishing and layout)

- o Wondershare UniConverter (video codec converter/downloader)

- o Blackmagic Suite

- Web Presenter Setup (live stream controller)
- Video Assist (camera/video product controller)
- AtemController (switcher setup/control)

- o DaVinci Resolve (video color correction)

- o Xpression (graphics creation/controller for live broadcast)

- o Microsoft Office 365 Suite (basic word processing, database, and presentation and communications software)

- o HootSuite (social media platform aggregator)

- o Constant Contact (mass email distribution platform)

- o Jot Form

- o Canto

- o Canva

- o Wix

- **VENDORS AND CONSULTANTS**

- o RMG Communications

- o tWrite

- o Perry Photography

- o Lynde-Ordway

- o Xerox

- o Print My Stuff

- o Print Moz

- o Monster Media

- o Displays 2 Go

- o Planet R2

- o FastSigns

communication

c h a n n e l s

The City of Moreno Valley utilizes many common mass and social communication channels for its messaging, as well as some proprietary internal and external channels that are owned and operated by the City. Under the direction and discretion of the Media & Communications Division Manager and/or Public Information Officer, the content is adapted or edited to fit the production requirements or limitations of each channel. Below is a list of the City's most commonly used communication channels.

Literature, flyers, and other printed collateral approved by the Media & Communications Division may be displayed in the City Hall lobby and other City-owned or operated facilities as directed by General Management Procedures AP 2.03.

- **BROADCAST**

- o Facebook Live

- o MV3 (Cable Access)

- o YouTube TV

- **SOCIAL MEDIA**

- o Facebook

- o Instagram

- o LinkedIn (curated and managed by BEREC and HR)

- o NextDoor
 - o TikTok (pending)
 - o X (Twitter)
 - o YouTube
 - o Community bulletin board
- (Review General Management Policy 2.04 for restrictions and more information)

- **DIGITAL SIGNAGE**

- o Civic Center marquee
- (Intersection of Alessandro Blvd. and Frederick St.)

- o Digital signage at City facilities
- o Dynamic messaging system

- **PRINT**

- o Banners
- o Flyers
- o Magazines
- o Signage
- o Brochures

primary

a u d i e n c e

The Media & Communications Division is responsible for the creation, curation, and distribution of City communications with a wide variety of internal and external audiences. Under the direction and discretion of the Media & Communications Division Manager and/or Public Information Officer, and with input as needed from City staff or external consultants, the content and messaging are customized to fit the needs and preferences of each audience. Reasonable efforts are made to accommodate differences in language, accessibility, technological proficiency, and cultural diversity, as well as age, gender, and levels of comprehension. Communication efforts are designed to be as inclusive as possible, but may be limited in scope, range, or variety of execution based on departmental resources and capabilities.

Below is a list of the City's primary audiences (please note that this list is not all-inclusive and is presented for explanatory purposes only).

- Residents
- Moreno Valley business owners and operators
- Chamber of commerce
- Developers
- Government entities, associations, and agencies (local, state, federal)
- Government employees (local, state, federal)
- City employees (current, past, and potential)
- Vendors, contractors, and consultants
- Media local and national)
- Military – active, veterans, and family
- Moreno Valley seniors
- Moreno Valley youth (teens and under)
- Moreno Valley visitors (tourists, travelers, and commuters)
- Educational institutions and personnel
- First responders
- Investors
- Volunteers
- Disabled/ADA
- Homeless/unhoused
- ESL community
- Social and mass media audiences (residents)
- Social and mass media audiences (non-residents)

services and

a s s e t s w e p r o v i d e

The Media & Communications Division provides a wide variety of communication-related services, and the production or procurement of printed and digital assets for use by the City of Moreno Valley.

Digital and hard assets (such as video cassettes with recorded content) are archived, stored, and maintained according to City records retention policies and procedures. Digital and hard assets (such as video cassettes with recorded content) are archived, stored, and maintained according to City records retention policies and procedures as detailed in General Management Policy 2.09.

SERVICES

- Audio/visual services
- Audio/visual vendor/contractor procurement and management
- A/V equipment set up and take down at City events
- Content editing
- Copywriting
- Consulting (best practices for marketing and communications)
- Graphic design
- Installation of A/V equipment
- Marketing consulting
- Photography
- Promotional calendar management
- Proofreading
- Scriptwriting
- Stock photography/video procurement
- Storyboarding
- Video editing
- Voiceovers
- Web design and UI/UX

PRINTED ASSETS

- Apparel (t-shirts, hats, etc.)
- Banners
- Brochures
- Divisional informational business cards
- Event decor
- Flyers
- Magazines
- Maps
- Postcards/mailers
- Promotional items
(Event giveaways, i.e., challenge coins, stuffed animals, etc.)
- Signage (office nameplates, displays)
- Supergraphics

DIGITAL/VIDEO ASSETS

- Augmented reality content
- Digital flyers
- Digital signage
- Videos (long form)
- Videos (short form)
- QR codes
- Social media content and graphics

brand

s t a n d a r d s

The staff of the Media & Communications Division are the stewards and protectors of the City's branding and communication standards. Anything created by the City for public audiences must consistently adhere to the standards and guidelines that are determined by the Division under the supervision of the Media & Communications Division Manager, with discretionary input from the City Manager's Office. This is done to maintain a unified and consistent presentation and communication style to each of our audiences, regardless of whether they are internal, external, or both.

Items and content that are maintained include:

- City logos
- Color palettes
- Departmental logos
- Fonts and typefaces
- Graphic design and layout standards
- Music and audio standards
- Official city seal
- Photographic style and quality
- Writing style standards
- Videography style and quality

The City's rules, regulations, and policies for intellectual property (i.e., logo, seal, etc.), are available in the City's approved Emblem Policy (General Management Policy 2.01)

Artificial Intelligence (AI) and related Apps (i.e., Chat GPT) may be used at the discretion of the Media & Communications Division for purposes of enhancing production quality of deliverables as needed, or to provide generative ideas or inspiration only. More information on the City AI policies can be found in Management Policy 7.02.

metrics

& a n a l y t i c s

In the day-to-day production of all of its services and deliverables, the Media & Communications Division is held accountable for the responsible use of taxpayer funds. Our goal is to produce the highest quality work, garnering effective results within a highly budget-conscious environment.

As such, to the extent possible, we are driven by key performance indicators aligned with our strategic goals, and the accompanying metrics and analytics that provide continuous feedback on the efficacy of our production and work efforts.

Metrics Include:

- Audience growth
- Broadcast viewership
- Competitive analysis
- Demographics
- Engagement metrics
(likes, comments, shares, tone, etc.)
- Followers per social media platform (qty)
- Platform and channel effectiveness
(i.e., Instagram vs Facebook Performance, or MV3 vs FB Live, etc.)
- Trends

section 3 | WORKFLOW, PROCESSES & POLICIES

project requests

& i n i t i a t i o n s

Most deliverables and projects must be submitted by City staff via the Media and Communications Work Request Form. The request must be reviewed and approved by the Division Manager prior to submission. All staff requests are subject to approval by the City Manager's Office or the Media & Communications Division Manager.

The Mayor and members of the City Council may request projects/deliverables through the City Clerk's Office or the City Manager's Office. Projects must comply with FPPC regulations. Material costs must be paid from Council discretionary budgets.

The Media & Communications Division will prioritize workload, workflow, and production support based on the scale and scope of the request, as well as the strategic importance of the deliverable as directed by the City Manager's Office. For example, time-sensitive deliverables that affect public health, and safety or emergencies will take precedence over routine, or non-urgent content or production.

workflow diagrams

w i t h s u p p o r t i n g i n f o

The following pages depict the basic workflow processes for projects and deliverables that the Media & Communications Division most commonly produces. If the production of a specific deliverable follows existing, approved policies and procedures, the policy document is referenced herein or detailed as needed within this section.

Processes not detailed in this section fall outside of normal production requests and are approved and completed at the discretion of the Media & Communications Division Manager or the City Manager's Office.

Additional information for selected processes in this section may be found in the approved City Public Information and Media Relations Administrative Procedure (AP 2.04).

news

r e l e a s e s

News releases also referred to as press releases, are produced and distributed by the Media & Communications Division, under the supervision of the Media & Communications Division Manager and the Public Information Officer, and must adhere to any and all policies provided in AP 2.04.

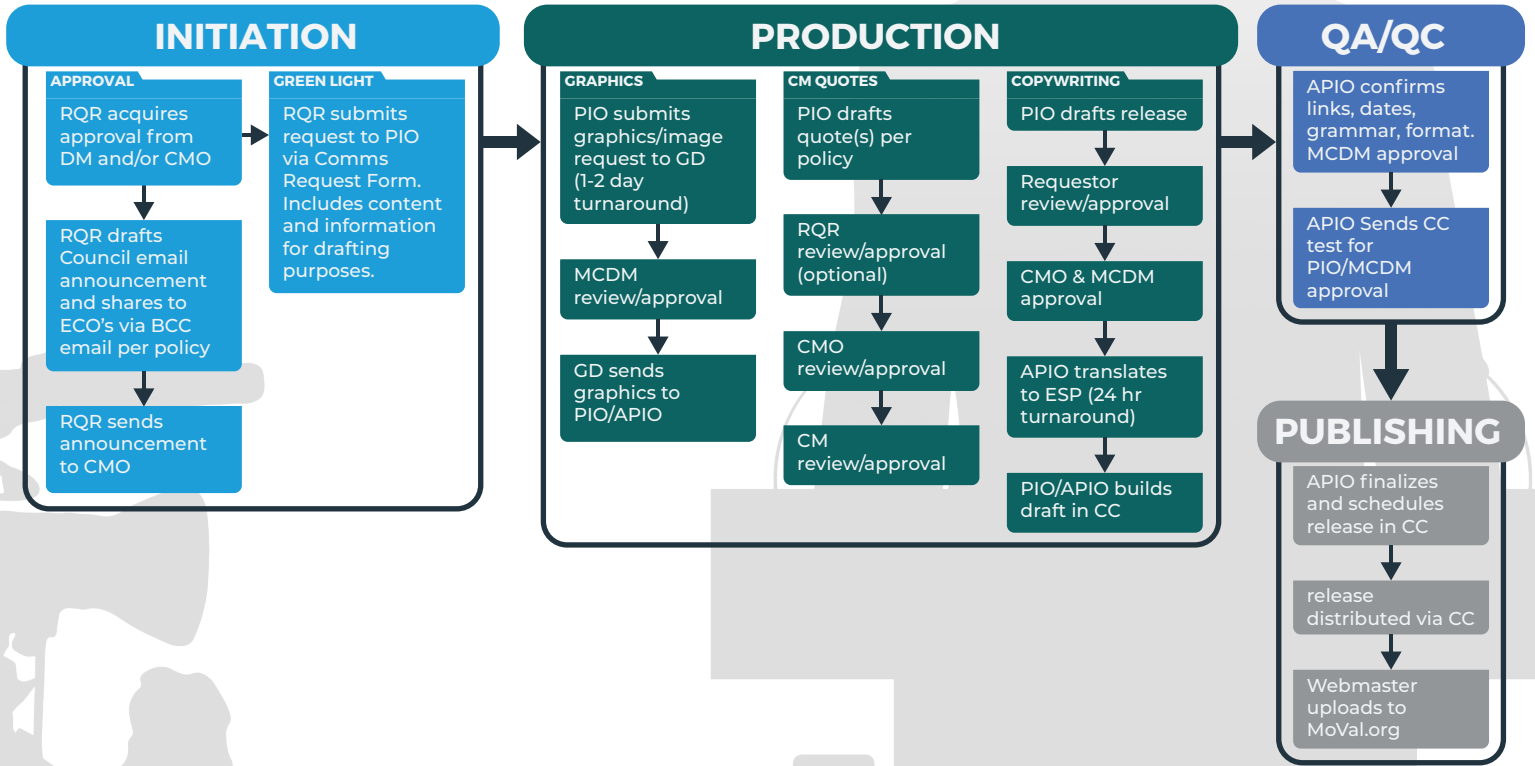
STANDARD CATEGORIES OF NEWS RELEASES

The Media & Communications Division, will create news releases for the following, with discretionary input and approval from the City Manager's Office:

- Notable Awards/Recognitions given to the City by reputable local, regional, and federal organizations, societies
- Appointments of City Councilmembers to notable roles or positions on officially recognized boards, commissions, or other organizations
- Appointments of City of Moreno Valley Executive Management staff to notable roles or positions on officially recognized boards, commissions, or other noteworthy organizational promotions
- Ribbon-cutting ceremonies for City facilities
- Announcements of significant new City services, programs, facilities, parks, and infrastructure improvements
- Significant funding and grants awarded to the City by state and federal organizations
- New technologies implemented or provided by the City
- Retirement announcements of City executive leadership
- Grand openings for notable businesses in Moreno Valley
- Announcements of notable businesses locating to Moreno Valley
- High-profile City events (i.e., State of the City, Anniversary Celebrations, etc.)
- End-of-year summary of accomplishments and awards
- Noteworthy corporate, institutional, or organizational partnerships (new, renewed, or revised)
- Grants
- Major City projects

NEWS RELEASE

flow chart



STANDARD TURNAROUND TIME: 1 WEEK

KEY

APIO: Assistant Public Information Officer

CC: Constant Contact

CM: Councilmember

CMO: City Manager's Office

ESP: Spanish Language

GD: Graphic Designer

MCDM: Media & Communications Division Manager

PIO: Public Information Officer

RQR: Requestor

The background of the page features a light gray silhouette of a public gathering. On the right, a figure stands at a podium, gesturing with their right hand. In the center and foreground, a crowd of people is shown from the chest up, with several individuals raising their right fists in a gesture of solidarity or support. The overall scene suggests a community event or a public address.

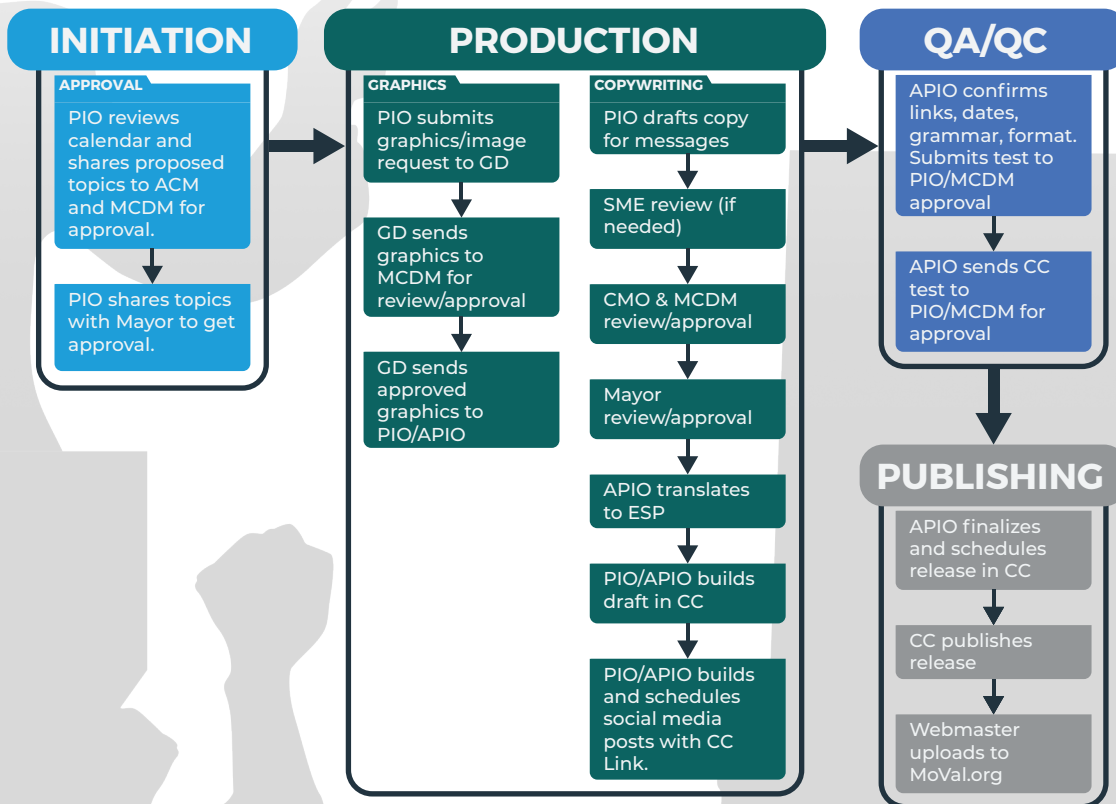
mayor's

m e s s a g e s

The Mayor's Message is a resident-friendly communication written in first-person from the perspective of Moreno Valley's directly elected Mayor. Intended to be written in a more casual, approachable tone, the Mayor's Message is published every Tuesday, at approximately 11 a.m. via the City's mass email distribution system. The English version of the Message is also shared on social media platforms with links to the Spanish translation. The topics, which are determined by the Public Information Officer and the City Manager's Office, with approval by the Mayor, cover seasonal events, city resources, important initiatives, or holiday-driven, feel-good content (i.e., Father's Day or New Year's inspirational messages). Mayor's Weekly Messages are batched and created monthly, therefore have a one month turnaround time.

MAYOR'S MESSAGE

flow chart



STANDARD TURNAROUND TIME: 1 MONTH

KEY

APIO: Assistant Public Information Officer

CC: Constant Contact

CMO: City Manager's Office

ESP: Spanish Language

GD: Graphic Designer

MCDM: Media & Communications Division Manager

PIO: Public Information Officer

RQR: Requestor

SME: Subject Matter Expert

remarks

The Public Information Officer, with assistance as needed from other City departments, is responsible for the creation of remarks (also known internally as 'talking points' or 'event scripts') for elected officials when they are speaking in person on behalf of the City at a City-sponsored or sanctioned event. The remarks are crafted to fit the tone, cadence, vernacular, and presentation style of each elected official, and can be created as a formal script (read word-for-word) or summarized into bullet points or keywords for the speaker to use for improvisational delivery. The format of the remarks is determined in advance of the event according to the speaker's presentation style and personal preferences.

Councilmember speaking engagements that are NOT City-sponsored or sanctioned, and speaking on behalf of the City, and regarding City business, require a formal request for assistance that must be submitted to the City Manager's Office with sufficient details about the event, the organization, and the purpose/intent of the content that will be presented. If any visual aids are required, these must be requested at the time of project initiation. Requests for visual aids must be made through the City Clerk's Office a minimum of one week in advance of the speaking engagement. Turnaround time may take up to one month if extensive remarks or presentation materials are requested.

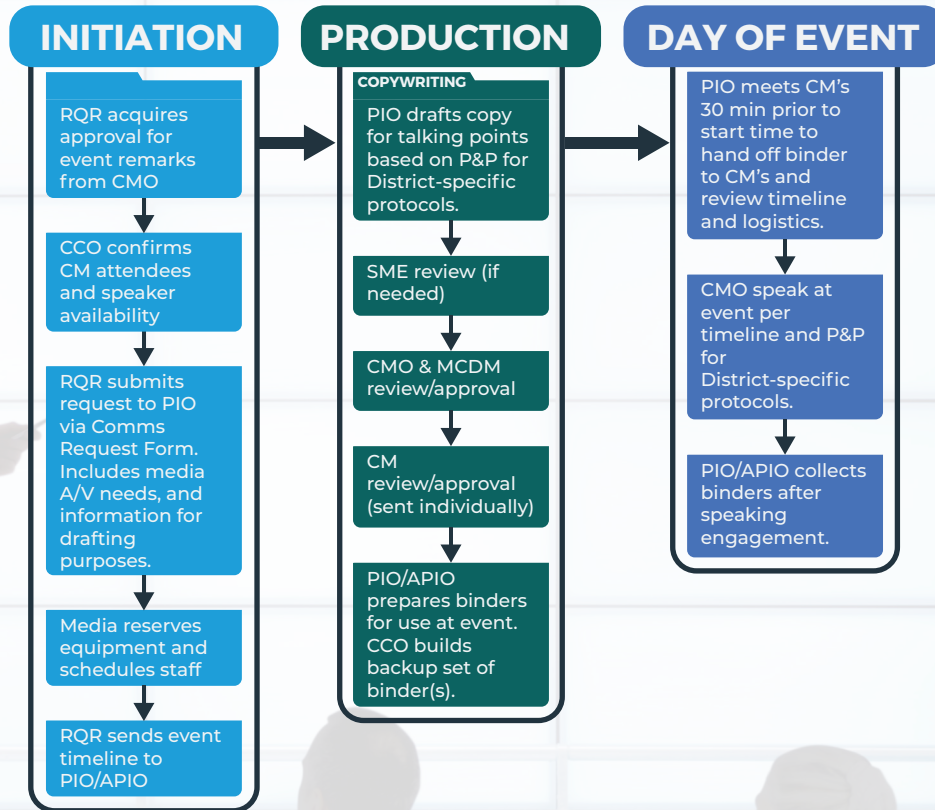
Staff assistance for speech preparation for official City business is available to Councilmembers. Such assistance shall be requested of the Public Information Officer by the City Clerk's Office. The outline of issues to be covered, as well as available supporting material, is to be provided by the requesting Councilmember, and adequate advance notice for the due date shall be provided. The Public Information Officer shall resolve with the City Manager's Office any conflicts regarding such requests. Approved exceptions are listed in Legislative Policy 1.03.

Remarks must be created and performed in adherence to AP 2.04 and Ordinance 2.04.007.

REMARKS

flow chart

APPROVAL



STANDARD TURNAROUND TIME: 1 WEEK

KEY

APIO: Assistant Public Information Officer
A/V: Audio Visual
CC: Constant Contact
CCO: City Clerk's Office

CM: Councilmember
CMO: City Manager's Office
GD: Graphic Designer
MCDM: Media & Communications Division Manager

P & P: Policies & Procedures
PIO: Public Information Officer
RQR: Requestor
SME: Subject Matter Expert

social media post

p r o c e s s d i a g r a m

The City's social media strategy, calendar, and content are managed by the Media & Communications Division, under the supervision of the Media & Communications Division Manager and executed by the Public Information Officer. The Media & Communications Division is also responsible for determining the appropriate social media platforms, versioning of content, scale, and timing and frequency of each post and/or campaign to align with marketing and communication best practices as determined by industry standards, trends, or recommendations.

The Media & Communications Division will post content as applicable to the City of Moreno Valley's programs, services, initiatives, and events from our Official City partners including safety partners and regional government agencies, the County of Riverside including the County's Emergency Management Department, and the County only, subject to approval from the Media & Communications Division Manager with concurrence from the Public Information Officer.

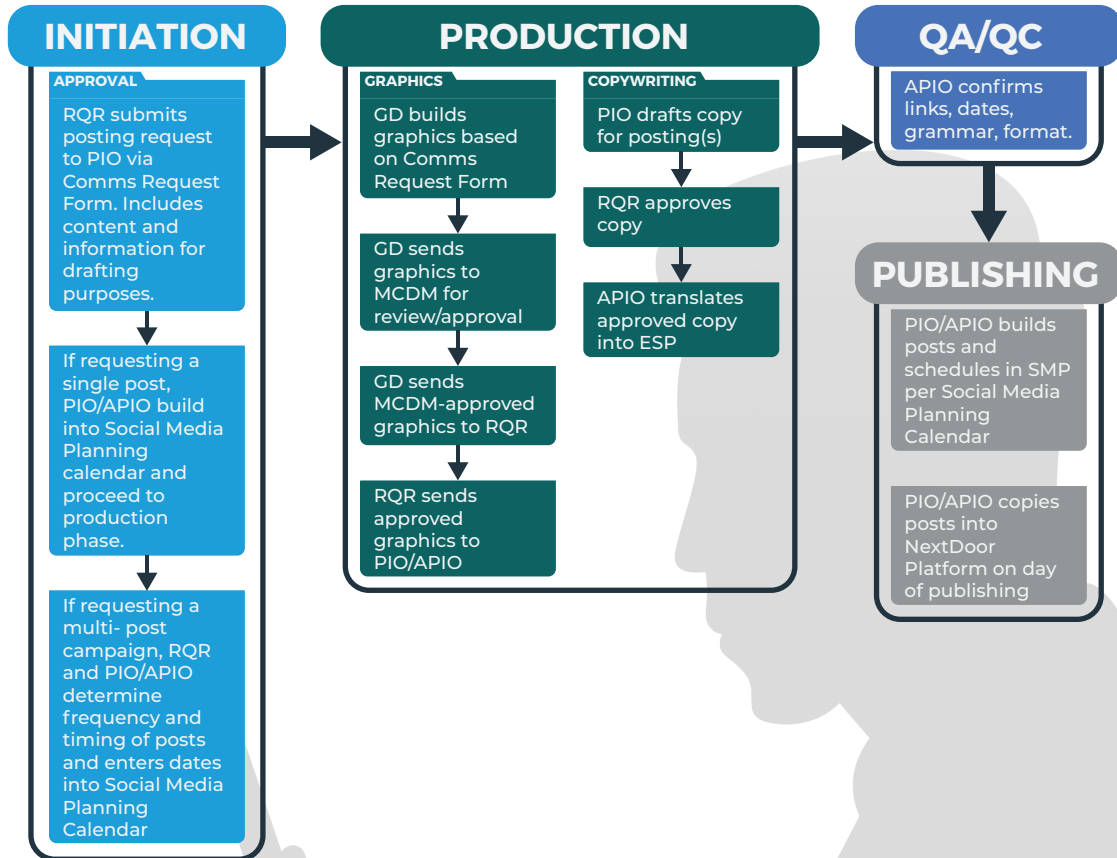
Community based organizations, sub-grantees, and non-profits we can re-share or post their items on my MoVal at the discretion of the Media & Communications Division Manager. We do not post regional elected officials' materials and are not subject to one council member's request to post on social media. Council discretionary funds expenditures do not constitute a partnership.

The Media & Communications team may re-share social media content provided by community-based organizations, subgrantees, partners, and non-profits that specifically pertain to the City of Moreno Valley. Re-shared content is at the discretion of the Media & Communications Division Manager.

The City has a strong interest in managing its communication, messaging, reputation, image, and identity through social media. The Social Media Administrative Procedure (AP 7.06) outlines the approved processes and how they protect these interests in the context of social media.

SOCIAL MEDIA POST

flow chart



STANDARD TURNAROUND TIME: 1 WEEK

KEY

PIO: Public Information Officer
APIO: Assistant Public Information Officer
RQR: Requestor

ACM: Assistant City Manager
MCDM: Media & Communications Division Manager
GD: Graphic Designer

ESP: Spanish Language
CC: Constant Contact
SMP: Social Media Platform

moval now

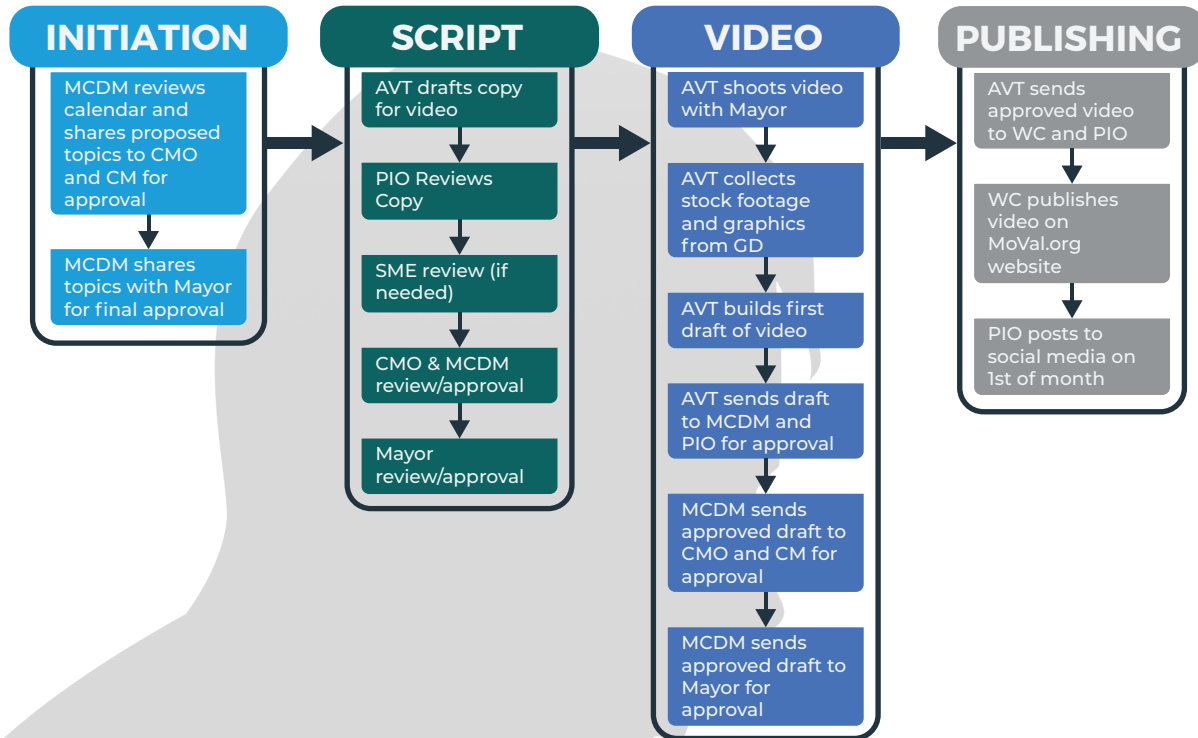
process diagram

MoVal Now is a monthly video, commonly shared on the first day of every month, that features Moreno Valley's Mayor. Each episode is approximately one minute in length. The topics include City events, programs, resources, or accomplishments, with appropriate B-roll footage and graphics for storytelling purposes. The topics are determined by the Media & Communications Division Manager with approval from the City Manager's Office and the Mayor prior to production.



MOVAL NOW

flow chart



STANDARD TURNAROUND TIME: 1 MONTH

KEY

AVT: Audio Visual Technician
 CM: Councilmember
 CMO: City Manager's Office

GD: Graphic Designer
 MCDM: Media & Communications Division Manager
 PIO: Public Information Officer

SME: Subject Matter Expert
 WC: Web Coordinator

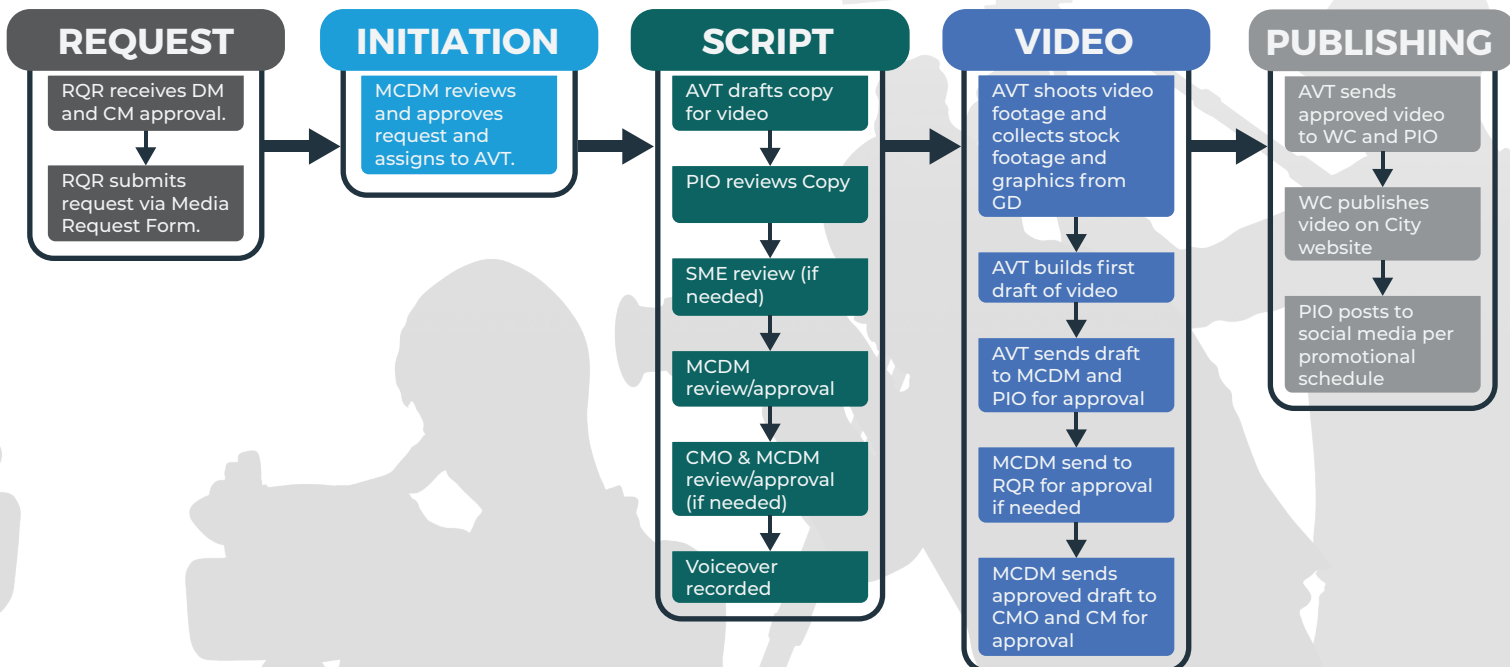
The background of the page features a light gray silhouette of a video production crew. On the left, a person is shown in profile, looking towards the center. In the middle, a large professional video camera is mounted on a tripod, with a boom microphone extending from above. On the right, another person is shown in profile, holding a video camera up to their eye as if filming. The overall scene is a professional video production setup.

videos

The Media & Communications Division, upon the formal request of City Departments or the City Manager's Office, produces short-form video content for the purposes of promoting City events, special occasions, notable grand openings, and ribbon cuttings. The Media & Communications Division is responsible for the capture and/or curation of footage, creation of graphics, scripting, and other elements of production (soundtrack, sound effects, voiceovers, etc).

PROMOTIONAL VIDEO

flow chart



STANDARD TURNAROUND TIME: 1 MONTH

KEY

AVT: Audio Visual Technician

CM: Councilmember

CMO: City Manager's Office

DM: Division Manager

GD: Graphic Designer

MCDM: Media & Communications Division Manager

PIO: Public Information Officer

RQR: Requestor

SME: Subject Matter Expert

WC: Web Coordinator

website

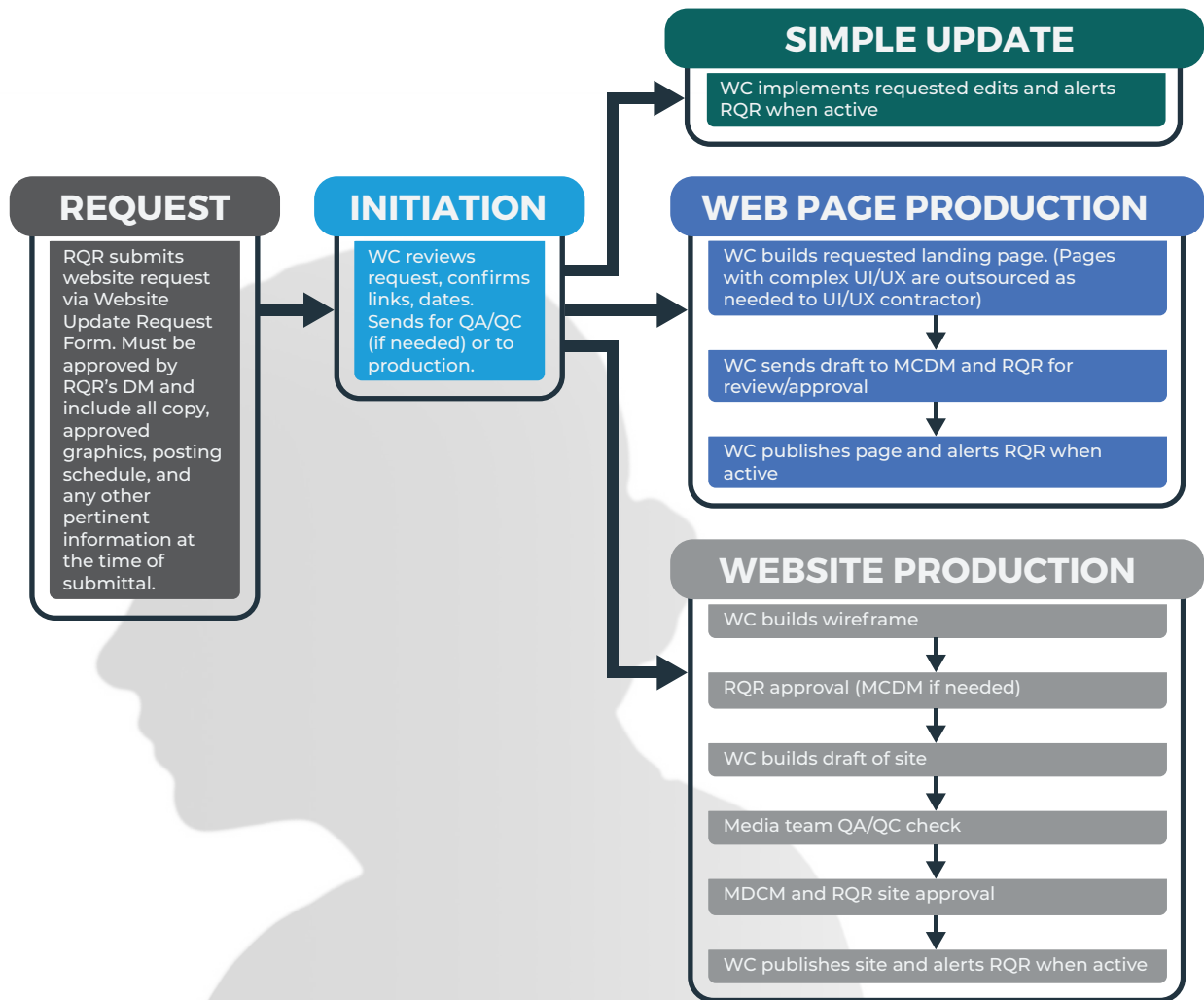
u p d a t e s

The Media & Communications Division is responsible for the content, aesthetics, UI/UX, maintenance, and troubleshooting of the City's website. All requests for edits/updates, content swaps, new landing pages, and new websites must be approved by Division Managers and routed through the website Update Request Form and implemented by the Media & Communications Division.

City departments may have a distinct presence on the City site separate from other departments, but they shall not develop separate websites unless granted an exception from the Media & Communications Division Manager and the City Manager's Office. More information regarding the City's website updates is available in the Website Administrative Procedure (General Management AP 2.17).

WEBSITE UPDATE

flow chart



MINIMUM TURNAROUND TIMES

Simple Updates: 24 hours
Web Page Production: 10 Business Days
Website Production: 1 month

KEY

DM: Division Manager
MCDM: Media & Communications Division Manager
PIO: Public Information Officer

RQR: Requestor
WC: Web Coordinator

section 4 | MEDIA & COMMUNICATIONS PROJECTS

ongoing & annual

p r o j e c t s

The Media & Communications Division manages the production of assets and deliverables for several ongoing and annual projects and events. While not all-inclusive, the list below encompasses many significant projects for which the team applies its time and efforts on a seasonal, scheduled, or daily basis:

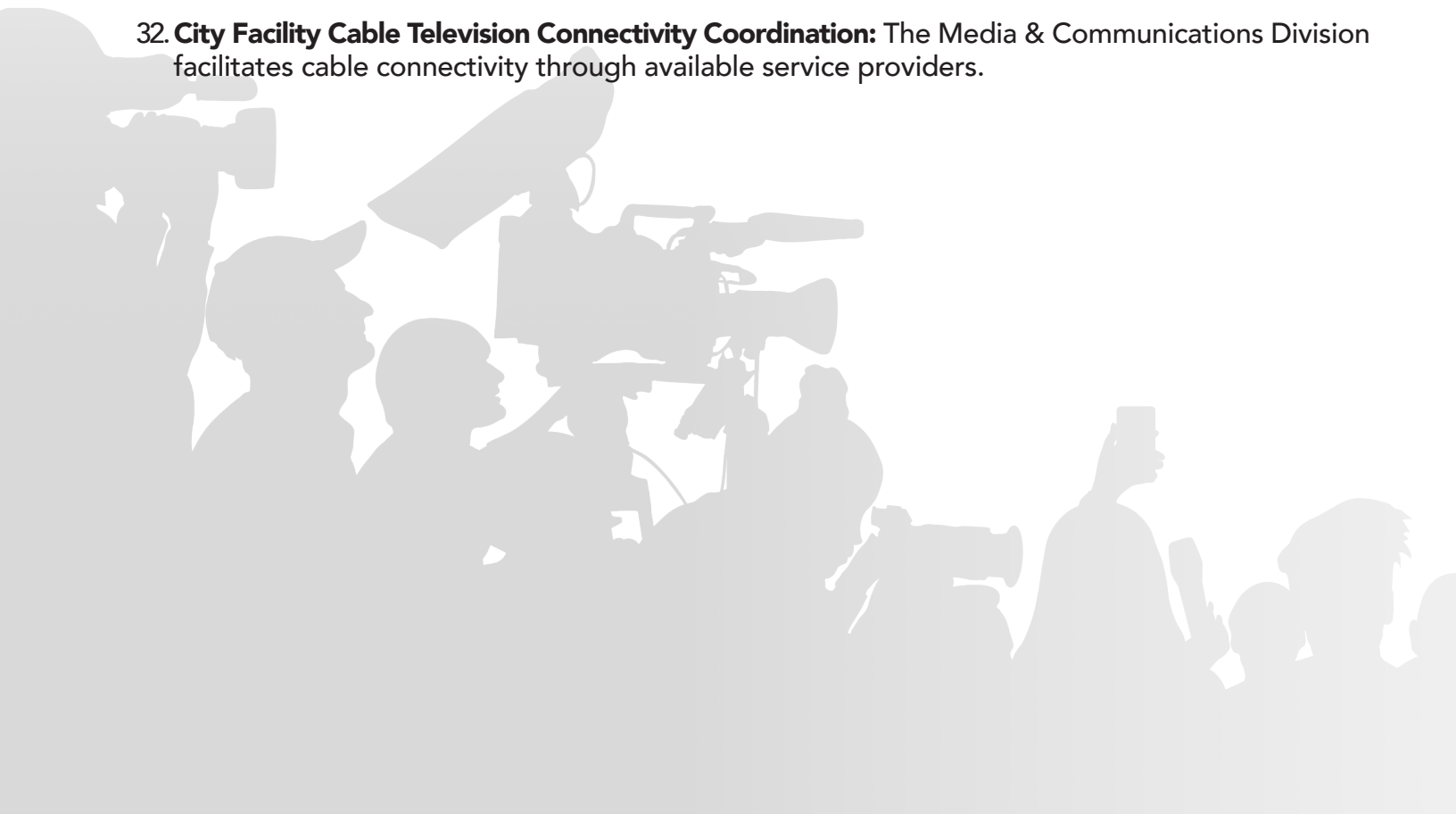
- 1. Website Updates:** The Media & Communications Division is responsible for the daily coding, securing, copyrighting, graphic design, and video production for the City's public websites. Websites are posted promptly to comply with all legal posting requirements, assuming requests are received in advance. By request, the City's Website Coordinator may create test or draft websites as needed. Copy and content requests for the City's public-facing webpage must be sent free of errors and in final draft form. Requests must be reviewed and approved by the requester's Division Manager. The submitter must review all completed requests for accuracy and functionality.
- 2. Social Media:** The Media & Communications Division produces all social media content to update the City's multiple social media platforms, which include Instagram, Facebook, YouTube, X (Twitter), and NextDoor. The City of Moreno Valley exclusively uses one official social media site on each platform to avoid message dilution, prevent audience bifurcation, and maximize the reach of promotional and informational campaigns.
- 3. News & Press Releases:** The City's Public Information Officer drafts news/press release content, drafts quotes for elected officials and City staff as needed, writes copy, and coordinates graphics, photographs, and website links embedded within the release. The City Manager's Office must approve all news releases before project initiation. Quotes from City Councilmembers must be approved by said Councilmember.
- 4. Remarks, Speeches & Talking Points:** Moreno Valley's Public Information Officer is responsible for drafting remarks for the Mayor, City Councilmembers, and City Staff as needed. Depending on the speaking engagement and preferences of the speaker, remarks may be fully scripted, outlined, or simple bullet points of information. The City Manager's Office approves remarks, speeches, and talking points prior to approval from an elected official.
- 5. Scripts:** Scripts for City videos are drafted by the Media & Communications Division Manager or the Public Information Officer and approved by the City Manager's Office prior to release.
- 6. Moreno Valley At Work:** Moreno Valley at Work is the City's weekly summary of good news. The newsletter features resident-focused content and promotions. Articles in Moreno Valley at Work are limited to featuring important City events, ribbon cuttings, programs, services, projects, resources, initiatives, and accomplishments. Moreno Valley's Public Information Officer drafts articles, which the City Manager's Office approves.
- 7. Mayor's Message:** Each week, Moreno Valley's directly elected Mayor releases a pre-approved email message to the community. The Public Information Officer proposes topics for the Mayor's Weekly Message, which are approved by the City Manager's Office and the elected Mayor before publication.

8. **Media Relations:** The Public Information Officer is responsible for establishing and maintaining relationships with local and regional media outlets, responding to press inquiries, and arranging interviews with City Councilmembers through the Office of the Mayor and City Council/City Clerk in accordance with City ordinances, policies, and procedures. The Public Information Officer also serves as the primary point of contact and liaison between the media, elected officials, and City staff as needed.
9. **MV3 Channel Operations:** The Media & Communications Division is responsible for daily content, production, and operations of the City's cable television channel. MV3 (formerly MVTV-3) is broadcast and distributed on multiple platforms.
10. **City Video Servers:** The Media & Communications Division is responsible for archiving video content on appropriate cloud and on-site storage, including the City's multiple local servers and online platforms.
11. **State of the City:** Every year, the City of Moreno Valley hosts the State of the City event, which features Moreno Valley's directly elected Mayor and City Councilmembers delivering remarks regarding the City's accomplishments, challenges, and long-term plans. This long-standing tradition welcomes hundreds of residents, business leaders, officials, local dignitaries, and community stakeholders. The City Council Ad Hoc Committee for this event will consist of the Mayor and the Mayor Pro Tem to outline the event's activities. The Media & Communications Division produces the event and all associated remarks, videos, graphics, and creative content. The City Manager's Office coordinates State of the City event logistics.
12. **Telephone Town Hall (TTH) Meeting:** Instead of asking residents to attend a meeting after a long day of work and family commitments, Moreno Valley produces a special telephone town hall meeting directly broadcasting live, to their living rooms, cars or wherever they happen to be, making it easier for residents to hear about what is going on in Moreno Valley, ask questions, and air concerns. Presented in a talk-radio format, residents can ask questions live during the call or listen to the conversation. The TTH is broadcast simultaneously in English and Spanish. Participants can listen to the call and ask questions in either language, with responses also provided accordingly. Moreno Valley's directly elected Mayor hosts the meeting, which the Media & Communications Division produces and facilitates in real-time. The City's Executive Team may be on hand to provide answers and clarifications as needed. Telephone Town Hall Meetings require significant resources and occur only once per fiscal year.
13. **City Council Community Engagement Events:** Each City Councilmember can host Community Engagement events in their respective Council Districts, with graphic design support provided by City Staff, subject to budget availability for materials.
14. **City Manager's Annual Report:** The City Manager's Annual Report provides departmental metrics and highlights demonstrating the scope of the City's efforts each year. The City's Graphic Designers are responsible for the layout and production of the publication. The City Manager's Office will provide the final draft content no later than January for a February release.
15. **City Marketing & Tourism:** The Media & Communications Division creates promotional assets and collateral materials to market the City of Moreno Valley to various audiences, including investors, developers, new residents, and tourists.
16. **Soaring Activity Guide:** The Parks & Community Services Department distributes the City's tri-annual recreational activity and resource guide to Moreno Valley households, businesses, and

subscribers. The Media & Communications Division is responsible for the guide's layout and design. Content for this publication is expected to be provided to the City's Graphic Designers in final draft form with no more than three rounds of design and copy changes before the document is provided to the City's print vendor and distributor.

17. **Financial Publications:** The City's Media & Communications Division designs and coordinates the printing of Moreno Valley's financial publications, including the City's Adopted Budget, the Citizens Guide to the Adopted Budget, and the Annual Comprehensive Financial Report. Content for this publication is expected to be provided to the City's Graphic Designers in final draft form with no more than three rounds of design and copy changes.
18. **City Events:** The City of Moreno Valley hosts multiple City Council-approved events annually. The Media & Communications Division provides audio/visual support for these approved events by request. Support may be limited to simple audio/visual assistance, or that which may include extensive live coverage of events such as the Fourth of July Parade, the Holiday Tree Lighting Ceremony, and the State of the City Address.
19. **City Programs:** The Media & Communications Division creates content, advises on promotion, and develops marketing campaign strategies for official City of Moreno Valley programs, services, and initiatives through the City's approved communication channels.
20. **City Ribbon Cuttings & Dedication Ceremonies:** The Moreno Valley City Council attends numerous ribbon cuttings, grand openings, groundbreakings, and dedication ceremonies. Only when the Moreno Valley City Councilmembers are present does the Media & Communications Division attend these events and provide audio and video support as requested. The Public Information Officer also creates remarks and provides on-site presentation support for elected officials as needed.
21. **MoVal Now:** The Media & Communications Division writes and produces MoVal Now, a monthly short-form video program featuring Moreno Valley's Mayor discussing City programs, initiatives, services, and events. MoVal Now is shot in six-episode increments to maximize organizational efficiency and City resources.
22. **Know MoVal:** Understanding the duties and responsibilities of local government is essential for residents, businesses, and local organizations. Know MoVal is a short-form video series designed to educate the Moreno Valley community on the City's operations and services, helping audiences learn how, when, where, and why the City provides its services.
23. **Spotlight on Moreno Valley Business:** As part of the City's economic development and business attraction and retention efforts, the Media & Communications Division produces short-form business spotlight videos for selected businesses and organizations at no cost. Spotlight on Moreno Valley Business is a recognition program designed to create awareness about the variety of local businesses and their contribution to the community. It is subject to the City's policies and procedures. Businesses wishing to participate in the program must fill out an application, provide a high-resolution vector-based image of their logo, and have a film-ready location on the shooting day.
24. **Wake Up Moreno Valley:** The City Council prioritizes keeping the business community informed. The Media & Communications Division provides audio/visual equipment and creates remarks, visual aids, and other assets to support the Mayor and City Council presentations during the Moreno Valley Chamber of Commerce's bi-monthly Wake Up Moreno Valley events.

25. **Film Permits:** The Media & Communications Division receives and processes all City of Moreno Valley film permit requests.
26. **Departmental Support:** The Media & Communication Division provides audio, video, website, photographic, and graphic design support to all City of Moreno Valley Departments as needed. Requests are treated on a first-come/first-served basis. All City Departments are given equal treatment and professional service. City Departments must comply with all City rules, regulations, plans, policies, and procedures when requesting support. Departments are expected to review content and respond to the Media & Communications team within one to three business days on projects requiring approvals.
27. **Moreno Valley At Work Exclusive Reports:** The Media & Communications Division creates short-form news-style video content to supplement articles in Moreno Valley At Work, the City's Weekly Newsletter. The City Manager's Office approves videos during the newsletter's review process.
28. **City Council & Planning Commission Meetings:** The Media & Communications Division provides live audio and video coverage for both the City Council and Planning Commission meetings as part of the City's effort to provide public accessibility and transparency in local government.
29. **Videos:** The Media & Communications Division produces promotional and educational videos supporting pre-approved City of Moreno Valley programs, services, and initiatives.
30. **Audio/Visual Setups:** The City's Audio/Visual Technicians support City departments as requested and approved by the Media & Communications Division Manager.
31. **MV3 Bulletin Board:** The Media & Communications Division operates the City's Bulletin Board System, which airs on MV3. The Bulletin Board slides are subject to approval within the parameters of the City's Bulletin Board Policy.
32. **City Facility Cable Television Connectivity Coordination:** The Media & Communications Division facilitates cable connectivity through available service providers.



future projects &

i n i t i a t i v e s

During the 2025/2026 fiscal year and beyond, the Media & Communications Division will be focused on several new projects and initiatives aimed at increasing operational efficiencies, improving effectiveness, and better serving our audiences. The major projects and initiatives that are planned include the following:

1. **Full Bilingual Translations of Media & Communications Content:** The Media & Communications Division will enhance bilingual communications across all appropriate channels to meet the needs of the local English- and Spanish-speaking communities. This will include bilingual social media posts, signage, and digital and printed publications.
2. **Grow Moreno Valley's Social Media Audience and Engagement Metrics:** The Public Information Officer will develop strategies and implement tactics that promote organic growth in the quantity of our followers and positive engagement metrics on the City's social media platforms.
3. **Mo & Val AI Assistants Campaign:** The Media & Communications Division will develop and execute a campaign to promote the Mo & Val A.I. website assistants to encourage users to utilize the resource for more efficient access to information and self-help in problem-solving.
4. **City "Who to Contact" Campaign:** The Media & Communications Division will develop and execute an educational campaign that educates the public on who to contact for various support, information, or other needs. The campaign's goal is to directly connect Moreno Valley residents and businesses to the appropriate City department or staff member through the utilization of software, artificial intelligence, city directories, email distribution, mobile applications, website, and social media.
5. **GoGov Marketing Campaign:** The Media & Communications Division will develop a marketing plan and campaign for the launch of GoGov, the City's new self-service app. GoGov makes local government more accessible for residents, staff, and elected officials. GoGov specializes in providing code enforcement alerts, notifications, online permitting, licensing, and other city service requests.
6. **Upgrade MV3 Control Room:** Using accumulated replacement funds, the Media & Communications Division will upgrade equipment to modernize the City's cable television control room. The control room equipment has been in service for over a decade and is becoming incompatible with contemporary software, equipment, and technological advancements.
7. **Public Safety Videos:** The Media & Communications Division will create an updated and expanded library of short-form videos and supporting content promoting public safety in Moreno Valley.
8. **Disaster Communications:** The Public Information Officer will oversee the creation of pre-written content and ready-made templates (news releases, social media posts, website copy, accompanying graphics, etc.), anticipating potential communication needs during emergency and crisis communication scenarios.

9. **Emergency Notification System Enhancements:** The Media & Communications Division will set up an account with graphical templates, style guides, and layout options for use by selected City Staff, as determined by the Media & Communications Division, for use during situations that require urgent updates and information to be distributed across our various communications channels, including the City's emergency alert system.
10. **Enhanced Internship Program:** The Media & Communications Division will develop an enhanced and expanded internship program that provides hands-on educational opportunities for college students or entry-level employees to gain vital industry experience and related skills. Both paid and credit-based internships will be explored as space is available.
11. **City Reputation Tracking:** The Public Information Officer will implement a more thorough process for proactively scouring the web and social media to monitor any mentions of the City, elected officials, etc. on public forums and media channels, and will act/react with internal alerts and appropriate follow-up communications as needed. This may include the use of artificial intelligence and information-gathering software.
12. **Media & Communications Training Platform:** The Media & Communications Division will develop and implement a new and modern program for training new Division employees and educating other City staff on Media & Communications policies, procedures, tools, and resources.
13. **A.I. Implementation & Training:** The Media & Communications Division will further investigate the various ways in which A.I. may assist team members in increasing individual and collective efficiencies and effectiveness in their daily activities, including video creation, graphics, copywriting, and proofreading.
14. **In-House Website Updates:** Website operations and updates will be moved in-house with the addition of a Website Coordinator position to maximize operational efficiency and regain City control of content publication and timelines.
15. **ADA Website Implementation:** The Website Coordinator will perform an in-depth evaluation and analysis of the City's website, Americans with Disabilities Act (ADA) requirements, and develop a plan to correct any outstanding issues to ensure compliance.
16. **Cloud Photo Storage:** The Media & Communications Division will establish and maintain an online photo account for the City, so that City staff and elected officials can access and download photographs via link sharing.
17. **Digital Asset Management Platform:** The Website Coordinator and the Graphics Supervisor will explore implementing a cloud-based Digital Asset Management (DAM) platform to better catalog, maintain, and utilize the City's vast and ever-growing library of photos, videos, documents, and copy-related assets.
18. **Media & Communications Equipment, Devices, and Hard Asset Inventory Management:** The Media & Communications Division will develop a plan and methodology for maintaining an accurate inventory of key production equipment, electronic devices, and other hard assets that are stored in the Media & Communications warehouse (items include: cameras, props, monitors, lighting, etc.).

section 5 | APPENDICES

city logo and seal



Brand Rationale: Branding is the foundation of promoting the unique assets, characteristics, and values of an organization, or in the City's case, a community. Branding reflects our community's true identity and amenities and consistently re-establishes the community as a desirable place to live, work, and do business. The City Manager's Office and the Community and Economic Development Department worked with a professional branding consultant to research and identify Moreno Valley's "brand." The new brand was established after many working sessions with the consultant and City staff, meetings with members of the City Council, and sessions with focus groups comprised of Moreno Valley residents, community and business leaders.

Overview: Your brand is an outward expression of your values, distinctive qualities, characteristics, and promises. We believe there are three critical elements that must be a part of a well-positioned brand for the City of Moreno Valley:

- Target audience
- Brand essence/personality
- Brand promise/unique positioning

Target Audience: Your brand must be relatable, familiar, and understandable by the individual and collective audiences to whom you communicate. Our major audiences include:

- Residents and other stakeholders in Moreno Valley.
- Business community for economic development in various sectors including retail, distribution, manufacturing, office, and more.
- Surrounding communities in Southern California

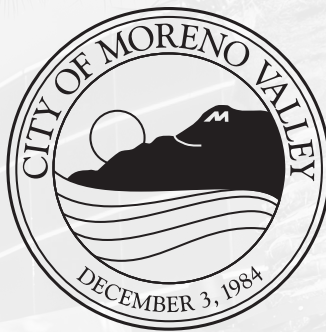
Brand Essence/Personality: There is so much to discover about the City of Moreno Valley. It's a progressive City with a bright future of well-managed growth and strategically located in one of California's top metropolitan markets. This is a vibrant community dedicated to business and families. While it's among the fastest-growing cities in the nation, it's clean and safe with a welcoming lifestyle. It offers diversity, the warmth and genuineness of a small town grounded by its values of comfort, safety, and community, while also offering big city attitude and amenities.

Brand Promise/Unique Positioning: Your brand offers a promise to everyone who comes in contact with it. Therefore, it must be easily understood, believable, unique, and compelling. It communicates these key attributes:

- Messages that are important to your target audiences.
- A brand promise you can consistently deliver at a high level.
- Your unique qualities.

Logo: The logo is rich, memorable, and commands attention. The icon embodies fortitude, individualism, and strength. The translation for Moreno Valley is that this logo signifies a city attaining positive growth. Yet nature still prevails in Moreno Valley and the brand reflects the open space of the community as a place to feel comfortable and safe. The bird represents beauty, soaring, and endless possibilities.

The Brand Tag Line: The brand tag line, “Where Dreams Soar” creates a welcoming environment that is exciting and promises opportunities for success. Moreno Valley is one of the fastest-growing cities in California, yet remains safe and offers an excellent quality of life. The new brand reflects beauty, a maturing city rich in diversity, and sincere warmth. Moreno Valley is well established, yet there is an excitement of embarking on a new progressive era.



City Emblem: The City Seal (also known as the City Emblem) remains the official symbol of the City. It will continue in its use as part of the City of Moreno Valley’s branding. It is used on City Council documents and on correspondence where the city logo would be inappropriate. It should also be used on standard plans, exterior signage, and official building plaques.

media & communications | PLAN



www.moval.org/media

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