

## Riverside TV and Award Recognition

City Manager's Office

City Council  
October 18, 2016

RiversideCA.gov

### OFFICE OF COMMUNICATIONS WHAT WE DO & WHO WE ARE



Social Media



Email



Web



Video



Photography



Graphic Design



On-Hold Messaging



Media Buying



Strategy



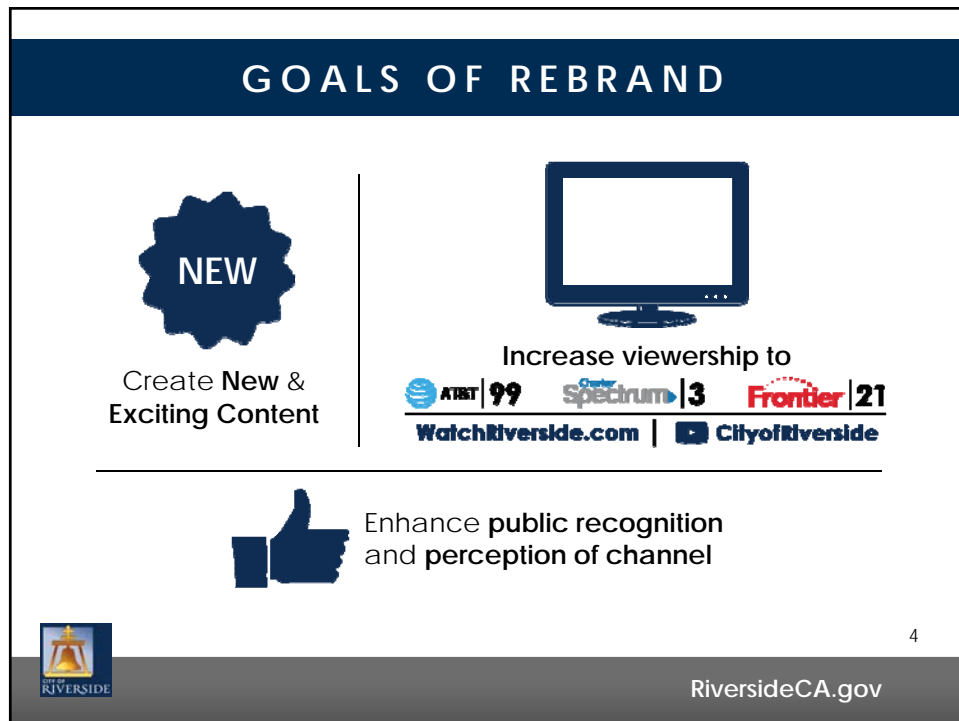
Small but Mighty

9 Staff Members



RiversideCA.gov

2



# NEW LOGO

 RIVERSIDE TV

 RIVERSIDE TV

A City of Riverside Production





5

RiversideCA.gov

# VIDEO



6

RiversideCA.gov

## RIVERSIDETV GOALS MOVING FORWARD:



**Create New, Quality  
Video Content**

---



**Focus on  
City Services**



**Riverside-Only  
Content**



**Advertising campaign using  
our existing no/low-cost  
mediums**


7

[RiversideCA.gov](http://RiversideCA.gov)

## AWARD-WINNING 2016



**1<sup>st</sup> Promotional Video** - This is Riverside  
**Sports Event Coverage** Game of the  
Week – Poly vs. North 2015

**2<sup>nd</sup> Best Use of Animation or Motion  
Graphics** - Grow Riverside  
**Public Service Announcement** -  
Riverside Police Department  
Recruitment



**AMERICAN ADVERTISING FEDERATION**  
**INLAND EMPIRE**  
**Government Media  
Outlet of the Year**


8

[RiversideCA.gov](http://RiversideCA.gov)