

Executive Summary

The City of Norfolk's Office of Marketing & Communications creates content that supports Norfolk's brand as an authentic, urban, waterfront community. The #LiveNorfolk strategic vision is two-fold: grow our population and improve resident satisfaction with government (services & policies) and therefore with where they live by better informing our residents. #LiveNorfolk uses five overarching key messages:

- Norfolk is family-friendly
- Norfolk has jobs!
- Norfolk is safe
- Norfolk is the arts, culture and entertainment hub of the region
- Norfolk supports small business
- Norfolk has good public schools.

Inside Scoop is a 30 minute show that gives viewers a behind the scenes look at the great things happening in the Mermaid city. Topics include everything from local business, government and public safety to the local music, arts and food scene celebrated in Norfolk.

Research: Primary -SIR

The City of Norfolk hired SIR in 2016 to conduct a resident survey of Norfolk's communication materials. SIR called 500 residents (roughly 4% of Norfolk's population). The results found that half (53%) of those surveyed felt well-informed about the programs and services provided in Norfolk. When asked about the quality of life and higher rating of satisfaction with living in Norfolk, the survey found residents who were more informed, were significantly more satisfied with their life in Norfolk (71%) vs those less informed (50%).

Research: Primary – Current NorfolkTV programming

For more than 20 years, the City produced a "talk show" called Norfolk Perspectives. Mainly produced in a studio, the program featured a host and guests on a couch. Marketing & Communications staff received feedback that the show was outdated and staff observed the need to create a program that reinforced the #LiveNorfolk effort.

Planning:

Target Audience: Current Norfolk residents

Goal: Increase the number of residents satisfied with living in Norfolk

Objective:

To increase the number of informed residents surveyed who are satisfied with living in Norfolk to 60% (a 10% increase) by March 2019 when the next community survey is scheduled.

Strategies:

- Use city-owned platforms to reinforce #LiveNorfolk overarching messages
- Position Norfolk as a city that provides great value for the taxes paid
- Enlist social influencers to reinforce Norfolk's brand

PRSA Pinnacle Awards – *Inside Scoop* – Video Production

Tactics:

Create *Inside Scoop* video segments from 2-5 minutes features local businesses, artists, organizations, and city employees.

Each segment covers a specific topic and provides contact and web information.

Create YouTube Playlist for all *Inside Scoop* segments

Tag partner agencies in *Inside Scoop* social media posts

Include *Inside Scoop* in new resident newsletter

Create #InsideScoop hashtag

Implementation:

Marketing & Communications staff scheduled employee/resident/business owner interviews. WHRO supported videography, location and studio production. WHRO and *Inside Scoop* production team collaborated on editing. The first episode of *Inside Scoop* aired October 2017. The initial *Inside Scoop* program was produced and aired once a month. Currently two *Inside Scoop* segments are produced and published monthly. The show hosts are Marketing & Communications employees.

Budget: The initial budget for *Inside Scoop* was \$11,000 a month. The budget covered the use of WHRO staff, equipment and studio. The current budget is \$2,500 a month. The production team transitioned to shorter segments using city equipment and city videographer.

Challenges: The initial *Inside Scoop* team did not have any production experience and struggled to schedule and produce the 30 minute show. WHRO handled the editing and the editor was not provided a rundown for the segments. These issues drove up the production costs and created frustration. Staff overcame these challenges by having the *Inside Scoop* host sit with the WHRO editor, schedule the interviews well in advance and create a rundown for each segment.

Evaluation:

On Norfolk TV You Tube playlist – 5,958 views for all 25 segments. Of the six *Inside Scoop* segments that have run on Facebook, we've seen a total of 11,362 views 236 likes 26 comments 95 shares.

Inside Scoop is ongoing. Marketing & Communications staff will not know if the tactic measures up to the objective until the community survey is done in March 2019.

Lessons Learned: Pre and post production timelines were adjusted and guests are no longer allowed to provide comment prior to airing the segments. Separate segments needed less production than originally thought so production is now streamlined with less equipment that gives a more authentic, less produced feel. *Inside Scoop* hosts are more prepared for the interviews which leads to better questions, better responses, less editing and more polish.

Inside Scoop Video Series Link

https://www.youtube.com/playlist?list=PLW6nnehIYJS2Ep_htGv85dY7oFysJT7DK

Inside Scoop Implementation Highlight

The following videos have aired featuring various businesses, services, art and culture around Norfolk

1. Commune (Norfolk embraces small business)
2. TechArk (Norfolk embraces small business)
3. Norfolk Fire-Rescue (Norfolk is safe)
4. Livability in Norfolk (Norfolk is safe, cares about neighborhoods)
5. Norfolk Emerging Leaders (Norfolk has jobs)
6. Billy Mercury & The Groovement (Norfolk is the entertainment, arts and cultural hub of our region)
7. Norfolk Aquatics (Norfolk is family friendly)
8. Selden Market (Norfolk embraces small business)
9. Open Data (Norfolk is safe)
10. Norfolk Police Department Yoga (Norfolk is safe)
11. Bennet Wales & The Relief (Norfolk is the entertainment, arts and cultural hub of our region)
12. Recreation, Parks and Open Space Accreditation (Norfolk is family friendly)
13. Chrysler's Perry Glass Studio (Norfolk is the entertainment, arts and cultural hub of our region)
14. The Virginia Arts Festival (Norfolk is the entertainment, arts and cultural hub of our region)
15. Norfolk's Response to the Opioid Epidemic (Norfolk is safe)
16. Batchelder & Collins (Norfolk embraces small business)
17. Kinetic Brand Development (KBD) Group (Norfolk embraces small business)
18. Simon Studios (Norfolk embraces small business)
19. BJ Griffin & The Galaxy Groove (Norfolk is the entertainment, arts and cultural hub of our region)
20. Modern Muse (Norfolk is the entertainment, arts and cultural hub of our region)