



THE WOODLANDS  
T O W N S H I P



# Expanding Public Communications through Videos and Podcasts

March 3, 2023

# Township Communications

- Promote and market the work and services of the Township
- Coordinate with the Board, staff, media, and other community partners
- Produce and manage Township publications, including The Woodlands Community Magazine
- Assist other Township departments and act as brand manager

## 2023 Communications Budget

- Communications Director
- Multimedia Specialist
  
- Initial vision was to increase the use of multimedia communications, including additional videos and tools to introduce a podcast, primarily through staff services

*New  
Resources*



## **Additional funding added to expand and expedite**

- Board authorized additional \$50,000 to produce a series of videos and podcasts to enhance communications with residents

*New  
Resources*



## Proposed Video Plan

- Focus on brief videos
  - 1-3 minutes long
  - Used in multiple formats to promote programs and services
    - Social Media
    - Township YouTube Channel
    - Magazine
    - Talk of the Township e-newsletter
    - Podcast
    - Enhance website
- *Video examples ([www.thewoodlandstownship-tx.gov](http://www.thewoodlandstownship-tx.gov))*

*Video*



## Podcast Pilot Program

- Audio podcast
- Pre-recorded (not live)
- Twice a month in seasons
- Feature a moderator with guest(s)
- At least partially scripted (questions)
- Posted to podcast platforms
- Produce 1-2 minute videos as companion pieces

*Podcast*



## Podcast Sample

*(For Demonstration Purposes Only)*



## Podcast Branding

- *Talk of the Township* is also the name of the Township's weekly e-newsletter

# Proposed Topics – First Season

*Podcast*

## *April*

- Spring Events (Arts Festival, LPGA, Ironman, etc.)
- Reforestation
- Home Pool/Water Safety

## *May*

- Special Events (Bike Month, Memorial Day, etc.)
- ISO 1 Rating
- Cycling improvements





# Proposed Topics – First Season

*Podcast*

## *June*

- Summer Activities (Programs, Fourth of July events, etc.)
- Hurricane Preparedness
- Township Tax Rate

## *July*

- Summer Events (Parks and Rec month, etc.)
- Spring Creek Greenway trails
- Township Transit



# Proposed Process

*Once plan is approved, staff will...*

- Begin developing scripts
- Work toward meeting technical requirements (approx. two weeks)
- Produce podcasts
  - Determine moderator
- Final signoff and release
  - If a Director is included, the Director will review their portion prior to release

*Podcast*



## Short-Term and Long-Term Goals

- Enhance communication to residents
- Integrate into existing communications programs (cross-promotion)
- Additional goals as determined by the Board

*Video  
and  
Podcast*



# Questions and Discussion

