



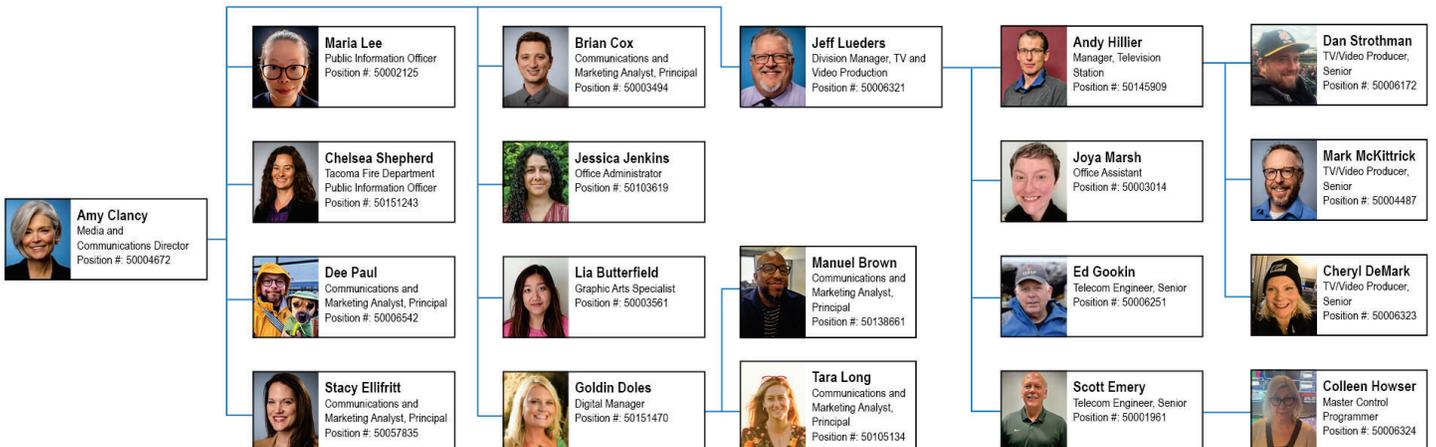
# Media & Communications Office

City of Tacoma | Amy Clancy - Director

**Study Session**  
**January 27, 2026**  
**ITEM #2**



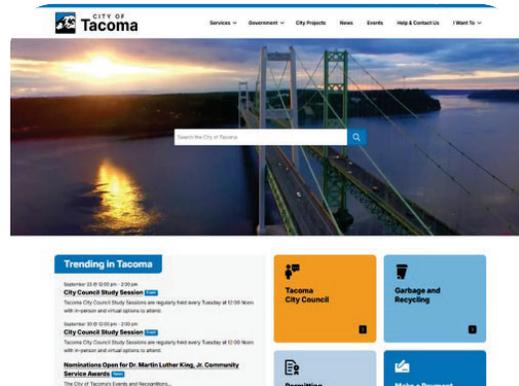
## Who We Are



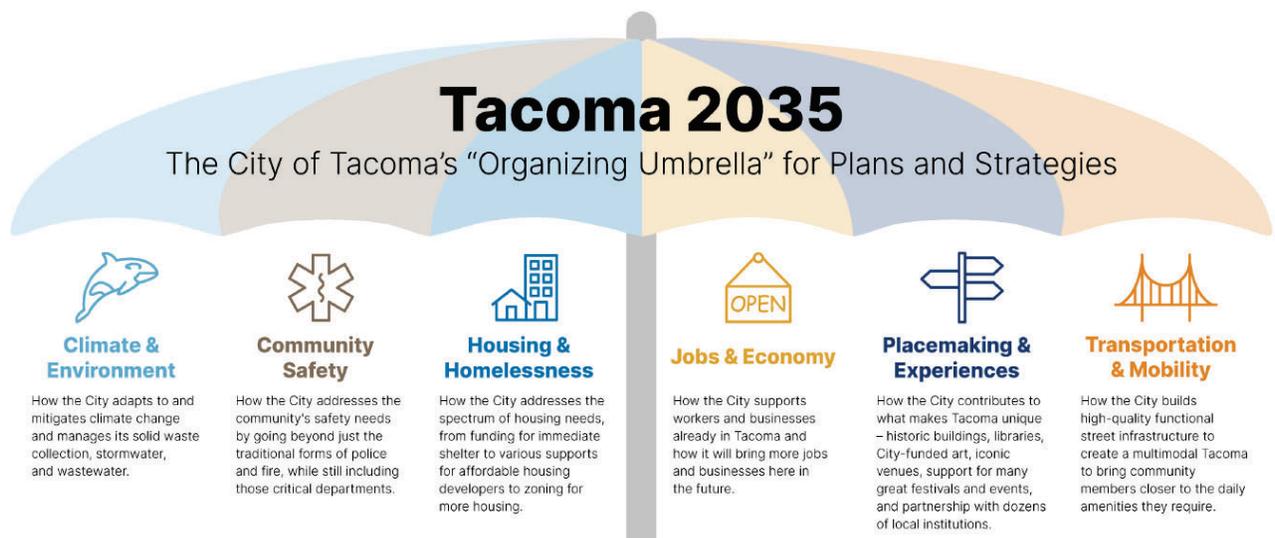
# Recent Accomplishments



- [tacoma.gov](http://tacoma.gov)
- Immigration Resources webpage (Friday)
- Improving dept webpages
- Dept relationships
- Media relationships
- Intake forms/report templates
- Back-up PIO position created
- TFD PIO position created
- Social media gains
- TV Tacoma partnership – “digital first”
- Podcasting



# Realizing Tacoma 2035



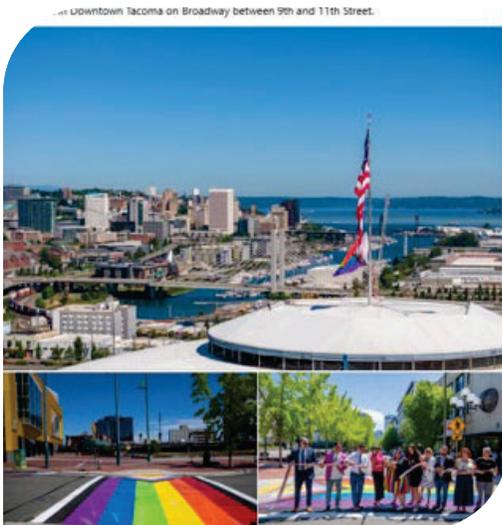
# How We Support Council Goals



- Clearly communicate Council actions via multiple digital platforms, TV, news releases, media
- Clearly communicate departments' actions via multiple digital platforms, TV, news releases, media
- Analyze data to strategize communications
- High performing internal service (often 24/7)

5

# Our Department Priorities



- MCO is focused on:
  - Informing the public about what the City of Tacoma is doing for the people of Tacoma
  - Being pro-active, responsive, factual, timely, engaging, relevant
  - Relevant = reaching people through platforms they use i.e: "Digital First"

6

# Current Projects



## Website Improvements

- Create Immigration Resources webpage
- Work with departments to clarify, streamline, make info easier for public to find
- Work with web stewards to improve CMS fluency



## Branding Consistency



## Podcast Launch

- Contract Signed
- Meetings uploaded soon
- Original Content pending gear/studio

# Current Critical Issues



- Immigration Resources Webpage
- Website Improvements and Fluency
- Consistent Branding





## How to Work with Us



Contact the City Manager, Policy Analysts, Office Administrators

We engage with all departments, council staff, PIOs citywide, TPU Comms, etc

The public can reach us via City's Website, TV, Social Media Platforms

11



## Opportunities for Engagement



- **MCO Quarterly Updates at Study Session**
- **Resources for Council Members:**
  - tacoma.gov webpages, govdelivery newsletters, HUB, TV Tacoma programming, Facebook, Instagram, NextDoor, LinkedIn, X, YouTube Live, media interviews
- **Resources for External**
  - tacoma.gov, govdelivery newsletters, TV Tacoma programming, Facebook, Instagram, NextDoor, LinkedIn, X, YouTube Live, media

12

# Financials



## Funding Sources:

- An internal services funded by allocating costs to all areas of the City (included in the Internal Assessments Fund 5800). Covers 56% of MCO.
- General Fund covers about **44%** of MCO costs.

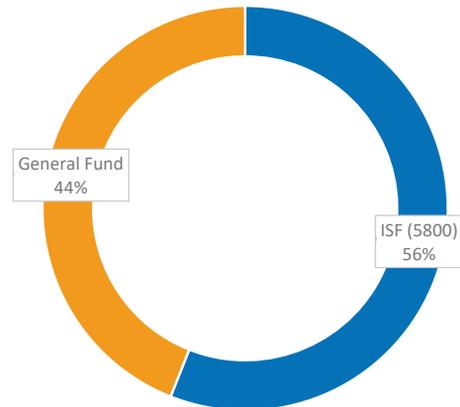
Franchise Fees Collected = \$4.5 million/biennium:

- Support General Fund

PEG Fees Collected = \$1 million/biennium:

- Support Cable Television Content

Budget



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