



City of Glenarden, MD

November 22, 2021

TO: Wayne Jackson
Acting City Manager

FROM: Monay Ward
Webmaster/Media Specialist

SUBJECT: November 2021 Monthly Report

Accomplished:

- **Media Postings (*created post for posting to website, social media, cable station, e-alert system and social media*):**

- Passing of Chief O'Donnell Posting Announcement posting
- Election Day: Voting posting
- City of Glenarden citizen communication posting (method of comm. preference)
- Chief O'Donnell Celebration of Life Memorial Service flyer
- City Council meetings/sessions postings (7)

Holiday Closures

- Veterans Day Observation (media posting & website banner)
- Thanksgiving Holiday Observation (media posting & website banner)
- Updated City website for new content & visual appearance
 - Added Archives section to website
 - **Job postings** assisted HR K. Shultz (media postings created) –
 - Director of Public Works (closed Nov. 11th)
 - City Manager (closed Nov. 19th)
 - Gold Room Crew Member (closed Nov. 24th)
 - **City municipal content** –
 - Trunk-or-Treat (Oct 31st 4:30PM) – photo gallery of event added
 - Mayor Cashenna A. Cross Town Hall: Let's Talk about Redistricting & Rezoning with Council Member Jolene Ivey, District 5 (Nov 3rd) – flyer, video recording added
 - Added Harvest Day Rewind! (Nov 6th 11AM) – flyer, photo gallery of event added
 - Updated OH Give Thanks Basket Giveaway (Nov 23rd 12PM) – flyer with contributors/donors
 - Chief O'Donnell Celebration of Life Memorial Service - flyer, photo gallery of event added
 - Added October 2021 City administrative report to website for Council Regular Meeting for Nov 8th – located also under [City staff reports & reports/newsletter](#)



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- Added American Rescue Act FAQ link to [Nov. 16th \(PH/SRM\)](#) and [APRA webpage](#).
- Added Council Meeting information for – Nov 1st (WS); Nov 6th (EM – Closed); Nov 8th (RM); Nov 9th (ES - Closed); Nov. 15th (SWS); Nov. 16th (PH/SRM); Dec. 1st (ES -Closed)
- Added Council Meeting recordings for – Oct. 26th (EM – Closed); Nov 1st (WS); Nov 8th (RM); Nov 16th (PH/SRM)
- *Community Outreach content* –
 - Ardmore Recreation Center: Horseshoe Tournament (Nov 6th – 2PM)
 - Glenarden American Legion Post #275 Veteran Day program (Nov 11th – 11AM)
 - The League of Women Voters: Issue Forum (Nov 13th – 10AM)
- *State of Maryland content* –
 - Prince George’s County Town Hall with Congressman Anthony Brown (Nov 13th 10AM)
 - Citizen Redistricting Commission Meeting (1)
- *Prince George’s County content* –
 - Prince George’s County Public Schools updates (5)
 - Charter & Specialty Program Lottery
 - School Boundary Initiative
 - Back-to-school Immunizations
 - Prince George’s County Government updates
 - November 2021 - CEX Alsobrooks COVID-19 Updates, Stand-Up & Deliver, WSSC Information & More
 - Prince George's County Council Redistricting (Virtual) Public Hearing - November 16 @ 3PM
 - Prince George’s County & Board of Education, District 4 job fair event (Nov. 6th – 9AM)
 - Prince George’s County Press Release – FY22 Community Partnership Grant Program (1)
 - Stand Up & Deliver (3)
 - Youth Vaccination event (Nov. 13th)
 - Updated City social media channels with City, County & State content & information.
- **City Cable Station**
 - **Updating cable station content**
 - **Presentations (posted for Friday evening to Monday viewing – 3rd week of the month content displayed until Tuesday)**
 - *Mayor Cashenna A. Cross: TownHall - Nov 3rd (posted from Nov 4th-Nov 8th | Nov 12th-Nov 15th in preparation of Redistricting amendment on Nov 16th)
 - Glenarden American Legion Post #275 program photo gallery presentation (Nov 11th – 11AM)
 - City of Glenarden & County updates/announcements: posted from Nov 19th – current)



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- **Council meetings (posted on Tuesday until Friday – 3rd week of the month content is posted on Wednesday)**
 - Council Work Session: posted from Nov 2nd – 3rd
 - Council Regular Meeting: posted from Nov 10th – Nov 12th
 - *Council Public Hearing/Special Regular Session: posted from Nov 17th – Nov 19th
- * *Posted Chief O'Donnell Celebration of Life Memorial Service & OH Give Thanks Basket Giveaway save the date.*
- Request additional quotes for two additional vendors (Community channel manager) for cable station content; compiling proposal information for review to select vendor
- RFP for Cable Station Technical Services posted on website and on Prince George's County business marketplace by Executive Assistant to Mayor Cross; RFP to be added on additional sites for vetting by end of November.
- Scheduled Comcast technician support for repair to cable station boxes & audio outage on channel; boxes troubleshooted and functioning; audio repaired by Comcast and working as of 11/19/2021
- **City Email Notification System (MailChimp):**
 - Council Meeting E-Alerts:
 - Council Work Session - November 1, 2021 @ 7PM
 - Council Executive Mtg. Closed - Sat., Nov. 6, 2021
 - Council Regular Mtg. (Virtual) - Mon., Nov. 8, 2021 @ 7:30PM
 - Council Executive Session (Closed) - Tues., Nov. 9, 2021 @ 6:00PM
 - Council Public Hearing/Special Regular Mtg. - Tues., Nov. 16, 2021 @ 7:00PM
 - Council Special Work Session (Closed) (In-Person) - Mon., Nov. 15, 2021 @ 7:30PM
 - City News, events & updates:
 - Townhall Meeting w/ Councilwoman Jolene Ivey - Wed., Nov. 3rd @ 3:30PM (2)
 - City of Glenarden News & Updates: October-November 2021
 - Harvest Day Rewind! - November 6, 2021
 - City of Glenarden: November 2021 News & Updates
 - Memorial Service for Chief Philip A. O'Donnell - November 18, 2021 @ 6:30PM (3)
 - OH Give Thanks Basket Giveaway - November 23, 2021 (3)
- **City Advertisements:**
 - Created and posted City events flyers to all media outlets
 - Prepared quarterly events/programs postcard for January-March 2021; pending review and feedback from Council
 - **City Events:**
 - Harvest Day Rewind (Nov. 6th 11AM-2PM (flyer); flyer advertised and distributed at local elementary schools/academies, Glenarden Branch Library, Glenarden Housing Authority, Glenarden Community Center & BOE Member Shayla Adams-Stafford's newsletter



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- OH Give Thanks Basket Giveaway (Nov. 23rd 12-until gone); flyer advertised and distributed at local elementary schools/academies, Glenarden Branch Library, Glenarden Housing Authority, Woodstream Church, Glenarden Community Center & BOE Member Shayla Adams-Stafford's newsletter
- The Glenarden Polar Express (Dec. 18th 10AM-2PM); flyer advertised and distributed at local elementary schools/academies, Glenarden Branch Library, Glenarden Housing Authority, Woodstream Church, Glenarden Community Center & BOE Member Shayla Adams-Stafford's newsletter – additional organizations to be reached for communication
 - Community Events:
 - American Legion Post #275 – Veterans Day Program (Thurs. Nov. 11th 11AM)

City Marquee:

- Added city meetings/sessions and City events
- Uploaded content to City Marquee:
 - City Council meetings/sessions
 - City Events & Programs

Projected Goals:

- **Continue working on City Website migration for Revize site**
- **Preparing template for City quarterly newsletter & postcard for citizen notification of events/programs for 2022**
- **Continue to work with administrative staff on building resident distribution list for CodeRED emergency notification system and general City notification distribution for preferred method of communication requests; data gathered by phone, email, social media and in-person.**