

## **Public Affairs Division**

- *Website had 453,313 sessions, averaging 8,718 visits a week or 1,239 a day; 296,678 unique visitors, an 11 percent increase over the previous year*
- *Sent 240 Bmails, an average of nearly five Bmails weekly to an audience of 9,500 subscribers*
- *Sent 255 B-Alert text messages about traffic or weather to an audience that grew by 11 percent, to 10,199 subscribers*
- *Completed 12 monthly newsletters, averaging 24 pages, delivered to every address in Biloxi; generated \$109,300 in advertising revenue to offset printing and delivery costs*
- *BTV: Biloxi Television, the city's municipal TV channel, offered local programming and replays of City Council meetings. New programming included documentaries on Fred Haise and Apollo 13.*
- *Transitioned weekly podcast to COVID-19 daily video update for more than two months before settling on a "Biloxi A to Z" bi-weekly video report; 135 video updates produced, including 75 dailies. Viewership ranged from 3,000 to 20,000 for each video.*
- *Studio B created at City Hall to accommodate in-house recording*
- *Introduced live streams of City Council meetings and other notable events*
- *Lighthouse cam shown regularly on local media usually with a handful of viewers daily, had more than 800 viewers simultaneously during Hurricane Sally threat, and on another occasion had more than 200,000 views after being simulcast by The Weather Channel.*
- *Facebook page attracted more than 8,300 new followers, ending year with 45,304 followers, 22 percent increase over 2019*