NEWS FOR YOU

TOP TEN WAYS TO BE AN ALLEN KNOW-IT-ALL (IN A GOOD WAY)!

"It's our mission to be the first and most accurate source for information about City of Allen. We always look for the best ways to keep our citizens informed and engaged."

~Teresa Warren, PAMRO Director

PAMRO IN THE KNOW

The Public and Media Relations Office and Allen City Television (ACTV) work together to produce, publish and post Allen news and information to keep citizens informed and engaged.

- We cover city events, activities, programs and services.
- We help share information from some of our community partners.
- We work with local and regional media to help share our news with all of North Texas.

As part of our Master Communication Plan, we continually refine our strategy, expand our channels and look for ways to keep you up-to-date on our city.

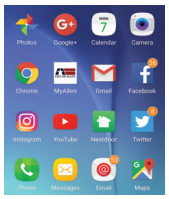
So, remember to share with your Allen friends and neighbors!

Allen News .org

1 BOOKMARK IT

AllenNews.org is dedicated to be your one-stop City news source.

- Mobile friendly
- News from all departments
- Council updates, photos and meeting coverage
- Traffic and road construction alerts
- Access to calendars, videos, publications, photo gallery, features, Facebook feed and MyAllen app.



2 FOLLOW US

Can't be there in person? We've got you covered! Catch Facebook Live events, go behind-the-scenes with #AllenHashtagAlongs, and get special neighborhood notices.

- Facebook.com/CityofAllen
- Twitter - @CityofAllenTX
- YouTube.com/AllenCityTV
- Nextdoor.com/agency/City-of-Allen
- LinkedIn.com/company/City-of-Allen
- Storify.com/CityofAllen

3 SIGN UP

AllenNews.org Weekly Update

- Weekly email newsletter sent every Friday
- City news, timely alerts and community event notices
- Get signed up at CityofAllen.org/Enews

CityofAllen.org Notifications

- Get email notifications for website newsflashes, traffic and road construction alerts, calendar events and more.
- Register at CityofAllen.org/NotifyMe

FIND US HERE AND THERE ALL AROUND

4 WATCH IT

Allen City Television produces award winning programming for live and on-demand viewing. As a government access channel, we are responsible for all programming on the channel.

- Live and on-demand meeting coverage for Allen City Council and Planning and Zoning
- Regular programs such as "On-The-Go Show," "Work of Art," and "In the Dog House"
- Promotional videos and bulletin board slides for city events, programs and activities
- Special feature videos for education, history and city accomplishments

Continually recognized at both the state and national level, including several EMMYs, make sure to plug in and share ACTV's content.

ACTV is available on:

- Spectrum Channel 16
- Frontier Channel 15
- Grande Comm. Channel 15
- AT&T U-verse Channel 99

Not currently available through satellite providers, but you can watch online at:

- AllenTV.org
- YouTube.com/AllenCityTV

ACTV's video content is can be found throughout CityofAllen.org as well as our various City social media platforms.

5 SAVE THE DATE

CityofAllen.org/Calendar

- City meetings, events and programs
- Community-wide events and programs
- Subscribe for updates at CityofAllen.org Notify Me

6 CHECK LOCAL NEWS

PAMRO has a proactive approach with local and regional news outlets, including print, online and broadcast to increase positive publicity for Allen as well as respond to media inquiries.

- Average 250 media inquiries per year
- Utilize media database platform for distribution and monitoring tool
  - Expand reach
  - Define targets
  - Measure results

We regularly work with several local print and online news and information outlets including the *Allen American*, *Community Impact News*, *Allen Image*, BubbleLife, *The Dallas Morning News*, Allen-Fairview Chamber and Allen ISD.

7 STAY CONNECTED

PAMRO isn't the only department with a lot to share! Check out AllenNews.org/StayConnected for links to all of our social media outlets and available newsletters.

Through strategic guidance from Allen City Council, Allen has developed into a destination for meeting planners and regional tourists.

TONS OF FUN

ALLEN'S GOT IT GOING ON

Operating under their own brands, with their own logos, websites and marketing teams, if you want fun - you'll find it here!

Allen Convention & Visitors Bureau

- visitAllenTexas.com
- Brings visitors for meetings, events and conventions to Allen
- Promotes our dining, shopping, entertainment and hotel options

Allen Event Center

- AllenEventCenter.com
- Hosts concerts, sports, trade shows and special events
- Free parking (always!)

The Courses at Watters Creek

- WattersCreekGolf.com
- 33 holes for the most unique golfing experience
- Grill 33, Golf Shop and Practice and Learning Center