

Source: Public Communications

Agenda Item No: REP 172-13

To: City Council
From: City Manager and Staff

Council Meeting Date: Dec 16, 2013

Re: Columbia Vision Commission: "Media Mentions" Report

EXECUTIVE SUMMARY:

This transmits the Commission's report of Vision topics most frequently mentioned during September - October 2013. No action is needed.

DISCUSSION:

FISCAL IMPACT:

None

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

SUGGESTED COUNCIL ACTIONS:

No action needed

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?		Federal or State mandated?	
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?		Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?		Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	
One Time	\$0.00	Requires add'l FTE Personnel?		Primary Vision, Strategy and/or Goal Item #	
Operating/ Ongoing	\$0.00	Requires add'l facilities?		Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?		Fiscal year implementation Task #	

11/26/2013

From: City of Columbia Vision Commission

To: City of Columbia Council

RE: Media Mentions Report – September/October

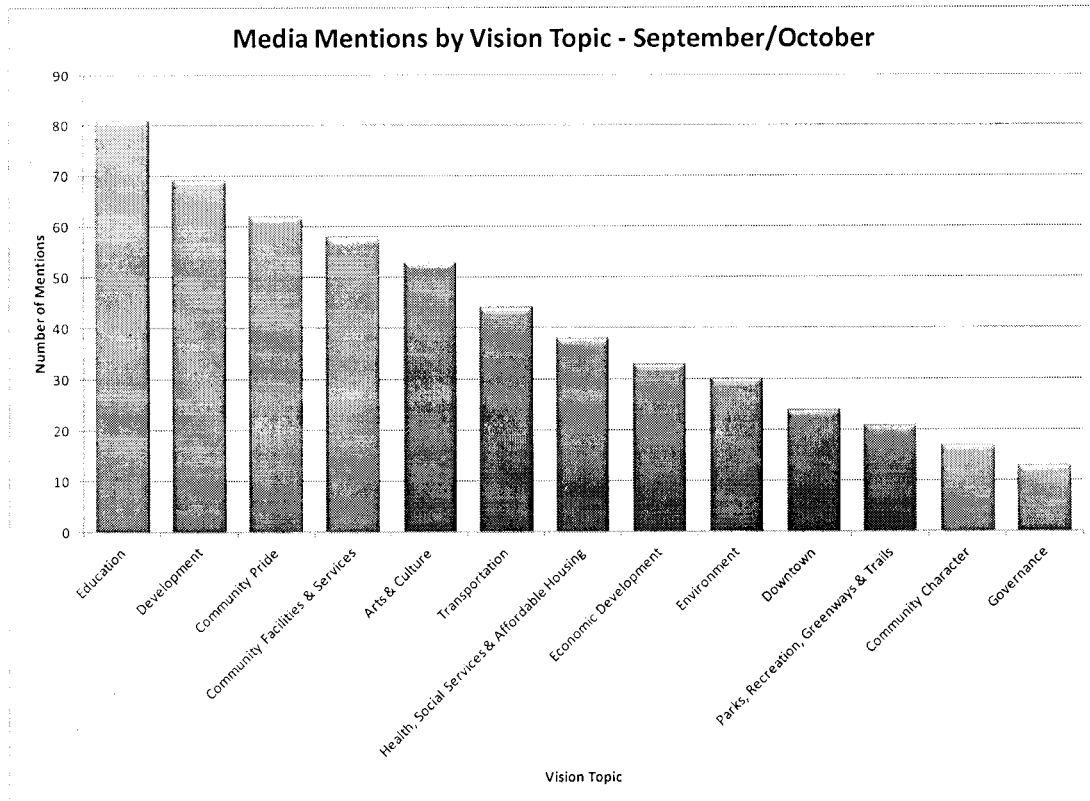
Columbia City Council,

Please accept the attached Media Mentions Report for the months of September and October. As part of the Commission duties, the Commission collects and records media reports and articles during the month that has an impact on the Vision topics. This is to observe what major events are occurring in the City and also to determine whether there is progress on the goals stated in each topic. Over a month, many events happen within the City that individually may not be important, but together as a group demonstrates a trend of what is occurring in the City of Columbia.

The attached report is to inform the City Council of what topics related to the Vision plan are mentioned the most according to the local media. The Commission gathers mentions from the two major newspapers, the Columbia Tribune and the Columbia Missourian, local television stations, KOMU-TV, KRCG-TV, and KMIZ-TV, and local news radio stations such as KBIA.

The Commission hopes this report would inform the City Council of major events that occurs in the City and would display that the Vision plan is having an impact and is relevant to the City as a whole. Thank you.

City of Columbia Vision Commission



The Columbia Vision Commission tracks media coverage of Vision Topics every month to determine visibility and interest in the wider community through the major media sources (Columbia Tribune, KOMU, Columbia Missourian, etc.). The Commission categorizes each article or mention into the Vision topics that it best fits into, which can be more than one topic, so that a mention fits into multiple topics. The articles that were selected are determined to have an impact towards each topic, either positive or negative.

In the previous two months, the commission noticed that **Education** and **Development** were the two largest topics that were mentioned the most through media. The major issues involved in Education were the discussion and announcement of the new elementary school in South Columbia, the opening of the New Battle High School, and various articles involving developments and student achievements at Hickman and Rock Bridge High Schools. Development topics that were discussed were the installation of the diamond interchange at I-70 and Stadium, Downtown development such as pedestrian safety and the discussion of a new 24 story building, approval of the Columbia Land Use Plan and finally traffic and road development in various parts of Columbia.

As seen above the top two topics have twice as more mentions than **transportation, affordable housing and economic development**, but these topics had major stories that had an impact on the City. Media stories such as the City's approval to install a natural gas distribution station, the Roots and Blues BBQ Festival, and installation of new trails were major stories yet the topics did not have as many mentions.

Sources of Media Mentions Articles

Columbia Tribune

Columbia Missourian

KOMU- TV

KBIA