

Keep Irving Beautiful Newsletter



Our Communications Department

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Our focus this month is on the group responsible for getting the word out about what's going on in Irving—the city's Communications Department. Under the leadership of Director Susan Rose, the Communications team collects and distributes timely information across a number of platforms. The department consists of six areas, including:

- Community Outreach
- Graphic Design/Print Services
- Irving Community Television Network - ICTN features a variety of programming such as "About Towne" and "City Source," as well as coverage of City Council meetings and work sessions, sporting events, and on-demand video.
- Media Relations
- Publications - including the City Spectrum, an award-winning monthly newspaper mailed to all Irving households, and the City Spectrum Briefs water bill insert
- Web Content and Social Media - the city has active Facebook, Twitter and Instagram pages, and a YouTube channel with hundreds of videos uploaded, including many featuring KIB cleanups and other projects. A wealth of information can be found on the department website and its many links.

They also manage the Speakers Bureau, which can provide subject matter experts for



A YouTube Channel, ICTN, social media and publications like City Spectrum (clockwise from upper left) are some of the many ways that the Communications Department keeps us informed.

speaking engagements, and organize town hall and neighborhood roundtable meetings throughout the year where residents can meet with city leaders face-to-face. There are so many ways to keep informed about the city of Irving, and the Communications Department works tirelessly to do so.

If you would like to subscribe to any or all of the city's publications and notices, go to <http://cityofirving.org/list.aspx>, or scan the QR code below, fill out the form and check the appropriate boxes. You may be surprised at just how many offerings there are to choose from, and most of them give you the option of receiving them via text or e-mail.

Thanks for helping us to stay up to date with what's happening in Irving!



Upcoming Events at KIB

As the summer months approach, and the hot weather arrives with them, many of our projects are more of the indoor variety. We have a fun day planned at Emma's House (an after-school and summer program for teens with special needs) on July 27. We will be joined by the youth of Holy Family Catholic Church for a craft project and appearances by our mascots Kirby and Buddy. The young people at Emma's House always enjoy our visits, maybe as much as KIB enjoys going there.

One of our biggest event happens on August 8, with our annual awards ceremony at the First

Baptist Church. The KIB Volunteer Recognition Committee is busy with the planning of all aspects of the event, including selecting the winners from the worthy nominees submitted.

And speaking of planning, we are getting the fall schedule together, which includes the 25th Annual Trash Bash on September 24. That's right, KIB has been hosting this community cleanup for 25 years. This year we will have the added attraction of being one of the 25 TxDOT "Don't Mess with Texas Trash and Treasures" events. Registration is open now on the KIB website.

Did You Know?

KIB is starting to reap the benefits of our fundraising campaigns, with our first check for \$25 issued by the Kroger Community Rewards program. Be sure to link your Kroger card to KIB, and just think what good you can do just by shopping. We also participate in the Tom Thumb and Amazon Smile programs. Other opportunities to contribute include:

- T-shirts available at the KIB office for suggested donations
- "25 for 25" Go Fund Me page, leading up to our 25th anniversary in 2017
- Special "giving events" like North Texas Giving Day on September 22 and Giving Tuesday on November 29. Check our Twitter and Facebook pages for updates.



Congratulations to the Holy Trinity Lutheran Church (above) Adopt-a-Spot team. They won the prize drawing for the timely reporting of their May activity at their location on O'Connor and Metker. You may also know this church from "2nd Saturday," a fundraiser for the church since 2003 which offers community members the opportunity to sell items.



KIB staff had a great time at the Keep Texas Beautiful State Conference in Sugar Land, and that included receiving the Gold Star and Sustained Excellence Awards.

