

# MOD Service Workflow & Contacts

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## CONTACT MOD IF:

You have a service, event, project, or any type of information that you want to convey to the public.

We will ask:

- Who your audience is
  - For a brief description, pictures, etc.
  - What your deadline is
1. We will then create a sample of the materials and get your approval.
  2. Once we have approval, we will create all of the materials needed to maximize your marketing reach.

## DEADLINES:

6 weeks prior to large/citywide events  
4 weeks prior to small/department only events

**FOR ALL INQUIRIES EMAIL:**

**[mod@fairfield.ca.gov](mailto:mod@fairfield.ca.gov)**

## SQUAD:



Bill Way: Website/Intranet, Accela, A/V Needs  
(707) 428-7611 [bway@fairfield.ca.gov](mailto:bway@fairfield.ca.gov)



Ina Davenport: Marketing/Video Needs  
(707) 428-7753 [vdavenport@fairfield.ca.gov](mailto:vdavenport@fairfield.ca.gov)



Karen Rees: Social Media, Volunteer Services  
(707) 428-7767 [krees@fairfield.ca.gov](mailto:krees@fairfield.ca.gov)



Valeria Kiehn, Graphics, Video Editing  
(707) 428-5621 [vkiehn@fairfield.ca.gov](mailto:vkiehn@fairfield.ca.gov)



Jake Slonecker, Video Content Creation  
(707) 428-7693 [jslonecker@fairfield.ca.gov](mailto:jslonecker@fairfield.ca.gov)

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# MOD Services

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## WEBSITE & INTRANET

Design/Content  
Maintenance/Troubleshooting

## BRAND & STYLE GUIDE

Branding: Logo, Fonts, Color Palette  
Style & Tone  
Social Media Guidelines  
Communication Guidelines  
Clothing & Vehicle Guidelines  
Templates

## DESIGN

Flyers, Newsletters, Brochures,  
Reports  
Graphics/Copywriting/Layout

## TRAINING

Website Content  
Social Media Content  
Copywriting/Graphic Design  
Photo/Video Content  
Public Speaking & Presentation  
Software Recommendations

## PUBLIC INFORMATION

Media Inquiries  
Press Releases  
Talking Points  
My FairfieldCA App  
Op Eds  
Emergency Information  
AM Radio  
Council Reports/Liaison

## MARKETING

Departmental Campaigns  
Consulting Services  
Printed Materials  
Web Stories & Video  
Social Media  
Departmental Videos  
TV Commercials/Programs  
Digital Signage  
Podcasting  
Email Blasts  
Surveys  
Polls

## A/V SERVICES

Council/Commission Meetings  
Live TV/Streaming  
Parade Coverage  
TV Commercials/TV Programs  
Bulletin Board Ads  
Departmental Videos  
Aerial Photo/Cinematography  
Photography  
Voiceovers  
Digital Signage  
A/V Set up/Maintenance/Troubleshooting

## EVENT PLANNING

Timeline  
Logistics  
Talking Points  
Contacts

## VOLUNTEERS

Adopt A Street  
Adopt A Park  
Citywide Volunteers

Please forward all requests to:  
[mod@fairfield.ca.gov](mailto:mod@fairfield.ca.gov)



# Our Platforms/Marketing Mix

