

**Ash Institute Summer Fellowship in Urban Policy
Project Description | 2009**

**City of Boston
New Media Strategy, Pilot Projects, and Evaluation**

Staffing Department:	Press Office / Management Information Systems
Supervisors:	Dot Joyce, Press Secretary; Nigel Jacob, Senior Advisor for Emerging Technology
Project Description:	Fellow will develop a strategy for City's use of cutting-edge new media technologies to enhance communication with Bostonians. In addition, fellow will gain practical on-the-ground experience leading implementation of new media technologies in specific areas. Potential implementation projects may include: a podcast educating new homeowners, a crowdsourcing website that generates new ideas for the City, a blog that promotes financial literacy, and more. In addition, the project may provide opportunities to connect Boston high school students to the latest new media technologies.
Context:	New media, including the use of Web 2.0 technologies such as blogs, social networking media, YouTube, and more are reshaping the way our society communicates and the way work is done. The City is in the early stages of exploring how these technologies could improve our communication with Bostonians and better connect citizens with relevant services.
Potential Collaborators:	Mayor's Office, Press Office, Management Information Systems, Department of Neighborhood Development, Energy and Environment, Boston Public Schools
Product:	The final product will be threefold: <ol style="list-style-type: none">1) A presentation of a high-level strategy outlining the optimal uses of new media for the City2) Pilot implementation efforts to deploy specific projects (e.g., crowdsourcing website to generate new ideas for city)3) A report evaluating the success of specific new media implementation projects, including recommendations for improving future implementation efforts
Intended Outcomes:	Increase City's effectiveness in communicating with Bostonians, better connecting residents to services and information Implement several new media technologies Evaluate success of implementation, improving learning for future efforts Lay groundwork for City's successful adoption of new media technologies and integration into City's broader communication strategies Connecting Boston Public Schools media students to latest technologies and providing real-time experience in design and implementation.