

## City gearing up to launch municipal podcast

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**Welland, ON** – What's up, Welland? It's not just a question; it's the name of the City's new podcast.

Launching on February 24, the City of Welland welcomes a new tool to its communications strategy, bridging the gap between what happens at City Hall and those who live, work, play, and invest in the city.

"A podcast is a unique, informative way to share updates and critical information about a variety of topics that affect residents in the City," said Marc MacDonald, corporate communications manager. "Beyond our border, the podcast will have reach and relevancy throughout Niagara and beyond, given general topics such as municipal budgets, fire prevention, and libraries are not isolated to just one city."

One of the podcast's goals is to engage with the community and provide a platform for groups, organizations, artists, and more to share their work and programs. Driven by a community focus, the podcast focuses on relevant and timely information more informally packaged.

Hosted by MacDonald, Paul Orlando (Economic Development), and Tara Lynn O'Toole (Planning), the trio will help everyone better understand local government, what services and programs the City provides, and up-to-date local information.

The City has set up an EngageWelland page to support public input and feedback and can be found at [www.engagewelland.ca/podcast](http://www.engagewelland.ca/podcast). Residents are encouraged to share their ideas for episode topics, contribute to the conversation, and engage with the City.

Released weekly, the podcast will be available on <https://whatsupwelland.buzzsprout.com/> and various podcast players online.

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