ABOUT US

The City of Huntsville's Communication Office is responsible for developing and marketing information to the public and media about City services, projects, programs and initiatives.

The office creates opportunities for the community to engage in the decision-making processes of the City and actively promotes the activities of the Mayor and City Council.

Communication staff manage the City of Huntsville government channel, digital newsletters, media relations, websites, text alerts, social media platforms, video production, marketing and branding.
RESOURCES

Ways we communicate with our media partners as well as the Huntsville community.
HuntsvilleAL.gov is the City’s most comprehensive online resource for news and information. The easy-to-use site is broken down at the top by Residents, Business, Development, Environment, Government and Services.

Twelve new buttons on the home page also provide direct access to the most viewed items on our site, including public safety, job openings, public transit, budgets, City Council agendas, budgets, GIS data, Huntsville Police policies and directives, and road projects.

At left is the Upcoming Events calendar, which is updated regularly. Here, the media can find information on future meetings and important events. If you can’t find specifically what you’re looking for, the search function at the top of the page is user-friendly and intuitive.
The Communication staff regularly posts news releases to the Media Center at HuntsvilleAL.gov/mediacenter. News releases are emailed to our media partners simultaneously. To sign up, email communications@HuntsvilleAL.gov.

The Media Center seeks to inform residents about programs of interest or specific changes related to City government. We are always happy to work with our media partners to help spread the word about any of these topics.
HSV-TV

HSV-TV is the City’s public access information channel that features programs highlighting City services, events and milestones as well as public service announcements of upcoming meetings and events.

HSV-TV airs on channel 16 or 1088 for Comcast subscribers and channel 42 for WOW subscribers.

Live broadcasts of City Council meetings typically air at 5:30 p.m. on the second and fourth Thursday of each month. For more information, visit HuntsvilleAL.gov/HSVTV.
HuntsvilleAL.gov/videos, the source for all City of Huntsville videos, includes recordings of past meetings of the City Council, Planning Commission and Huntsville Historic Preservation Commission. Recordings of Inside Huntsville, news conferences and other special events and promotions are also available here.
Hosted by longtime former media personality and Multicultural Affairs Officer Brenda Martin, Inside Huntsville features pre-recorded conversations with a wide range of City, business and nonprofit leaders. New episodes run on HSV-TV, are posted to City Video and appear on the City’s Facebook page.
CITY BLOG

Some stories deserve a closer look, which is where City Blog comes in. Here, you'll find in-depth profiles about the people, places and things that make Huntsville a smart, innovative and inclusive city.

Many of these stories are ideal for our news partners seeking a unique angle.
EMAIL NOTIFICATIONS

The Communication Office produces weekly or monthly digital newsletters for Mayor Tommy Battle, City Council members, Parks & Recreation, the Johnson Legacy Center and Huntsville Historic Preservation Commission. To subscribe, click the Email Sign-Up button in the Media Center.

The media and public can also sign up for City Council meeting notices, which are sent before meetings and include a link to the upcoming agenda.
Social Media

The Communication Office oversees more than two dozen social media accounts on Facebook, Twitter, Instagram and NextDoor. Following these accounts is a great way to find the latest news and emergency notifications:

- City of Huntsville
- Office of the Mayor
- Huntsville Police Department
- HPD Recruiter Paul Nordan
- Huntsville Fire & Rescue
- Huntsville City Council (all districts)
- Huntsville Parks & Recreation
- Healthy Huntsville
- Office of Diversity, Equity & Inclusion
- Huntsville Animal Services
- Huntsville Historic Preservation Commission
- Operation Green Team
CITY ALERTS

Sign up for alerts from the Huntsville/Madison County Emergency Management Agency, traffic accident reports from Huntsville Police Department, as well as notifications from City departments and elected officials. You can receive these notifications via text, email and/or voice call based on your preferences.

Notification group options include:
- Huntsville Fire & Rescue (HFR)
- Huntsville-Madison County Emergency Management Agency (HMCEMA)
- Huntsville Police Department (HPD)
PARTNERSHIP

We want to help you tell our story.

A successful partnership starts with clear guidelines of how we can best provide the information you need in a timely manner.

The Communication Department strives to respond within two hours on weekdays, though night and weekend requests could take longer. The City will adhere to state and federal guidelines when fulfilling Freedom of Information Act (FOIA) requests.
CONTACT US

All requests for information, including interviews and quotes from City officials, should be sent to Director of Communication Kelly Schrimsher at Kelly.Schrimsher@HuntsvilleAL.gov.

If the Communication Director is unavailable, please contact Senior Communication Specialist Lucy Berry DeButy at Lucy.DeButy@HuntsvilleAL.gov.

For Huntsville Police inquiries, email HPDMedia@HuntsvilleAL.gov.
MEETING DEADLINES

We understand the importance of meeting deadlines. To that end, we ask our media partners to make requests in a timely fashion and that requests are clear and concise.

Please include the following information in your request:
- Name
- Media organization
- Contact information
- Story angle
- Examples of questions you’d like to ask
- If you’d like to conduct the interviews in person, by phone or via web conferencing
- Deadline

We will evaluate your request and provide information as we receive it from our subject matter experts. Please understand some sensitive information may not be provided if it relates to litigation, personnel or development contracts with non-disclosure agreements (NDAs).