NEWS RELEASE
From Mayor Dean DePiero

PARMA MAYOR NOW PODCASTING ON CITY WEBSITE

(PARMA) – Parma Mayor Dean DePiero is now offering updates on city issues during monthly podcasts that will be available on the city of Parma's website. The city's website address is www.cityofparma-oh.gov.

"We're rolling out a state of the art tool that will keep our residents better informed while allowing continuous access to information on all issues in our community," said Parma Mayor Dean DePiero. "Podcasting is a big step for residents to hear directly from me, our other elected officials and members of my cabinet."

The term podcast refers to an online prerecorded radio program over the internet. Internet experts say podcasting's initial appeal was for individuals to distribute their own radio-style shows. But the high-tech communications system is now used by schools, businesses and all levels of government, including time-sensitive safety updates by police and fire departments.

"Parma has one of the most approachable, functional, user-friendly websites of any city in northern Ohio," said Kevin Latchford, COO of Aztek, the city of Parma's website provider. "Podcasting is a smart, natural move for Parma that will greatly complement the city's open communication forum."

Latchford says the city of Parma's website registers more than 30,000 visits a month. The volume represents one of the highest city website user rates in a 16 county area, according to Latchford.

"It's a new way to keep open those old-fashioned lines of communication in our community," said Mayor DePiero. "Besides our regular monthly podcast, we will be on the air whenever critical issues or news events occur."

(more)

As of today, the city of Parma's podcast program is available to all internet users. A new podcast program will be produced every month or as news developments and critical issues warrant.

"Our residents will have the latest, updated information they need by simply logging on to their computers," said Mayor DePiero. "We are able to use the World Wide Web to share information and keep folks better connected to the community in which they live. We're just a click away."

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