

DISTRICT. COMMUNI- CATION. WORKS.

—
graz.at

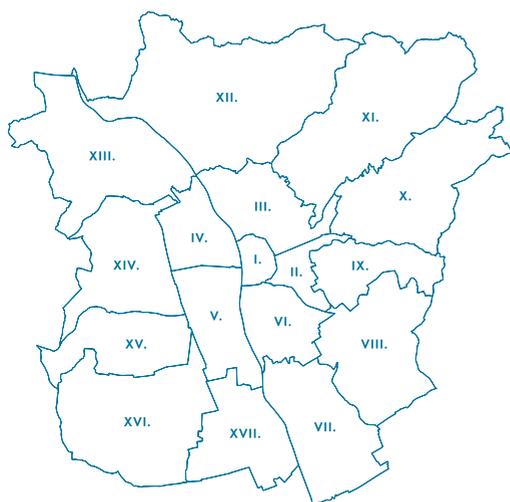
City of Graz
Department of Communications
Mag. (FH) Maximilian Mazelle, PhD
Head of Department
maximilian.mazelle@stadt.graz.at
graz.at/kommunikation

Image: Island in the Mur

GRAZ

DISTRICT COMMUNICATION IN THE CITY OF GRAZ

The City of Graz is divided into 17 districts. Each of these districts has a district manager (and further genders). He is the chairman of the district council and the direct contact person for the mayor.



district	population	households
I. Innere Stadt	3.446	2.926
II. St. Leonhard	15.075	7.888
III. Geidorf	24.301	13.321
IV. Lend	31.711	13.922
V. Gries	30.352	13.539
VI. Jakomini	31.908	16.659
VII. Liebenau	15.768	5.849
VIII. St. Peter	16.384	6.306
IX. Waltendorf	12.124	5.061
X. Ries	6.053	2.445
XI. Mariatrost	9.692	3.479
XII. Andritz	19.592	9.188
XIII. Gösting	11.270	5.022
XIV. Eggenberg	22.062	11.302
XV. Wetzelsdorf	16.800	7.529
XVI. Straßgang	18.779	8.525
XVII. Puntigam	10.107	4.787
total	295.424	137.748

THE DEPARTMENT OF COMMUNICATIONS

The Department of Communications is responsible for coordinating communications and public relations work in the City of Graz and all of its own businesses. All citizen information measures are carried out here. Municipal communication channels include graz.at, info screens in public transport, video walls at several locations in the city and social media channels.

The entire project management (planning, coordination, implementation, follow-up) and financing is carried out by the Department of Communication. They are also responsible for complying with legal regulations.

THE PROJECT

In order to address the residents of all 17 districts equally, the Department of Communications launched the District Communications Project. In addition to daily activities, each district has the opportunity to present itself in its own, distinctive, small-scale and target group-focused way. The 17 leitmotifs created for this serve as subjects. The „district communication“ project comprises four sub-projects:

- **SP1: Editorial contributions from the districts in the municipal monthly journal BIG**

News from all districts are presented in each issue of the BIG on a common double page

- **SP2: Folder as district supplement in the BIG**

Each district sends its own presentation

folder to every district household once a year as an insert in the BIG

- **SP3: Folder for distribution to citizens**

Each district leader receives another contingent of the same folder for direct distribution to the citizens.

- **SP4: Outdoor advertising**

Citylights, posters; The outdoor advertising measures are carried out at attractive locations in the individual districts via the city-owned company Ankünder.

Images and texts are designed by the districts according to their own ideas. In close coordination with the Department of Communications, care is taken to ensure that the identity of the districts is preserved as best as possible while maintaining the unity of the design.

