

April 20, 2005

**STAFF REPORT**

**MEMO TO: SUTTER COUNTY CHILDREN & FAMILIES COMMISSION**  
**FROM: DEB COULTER, EXECUTIVE DIRECTOR**  
**SUBJECT: TELEVISION "INFORMATION" SERIES**

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**BACKGROUND:**

The Sutter County Children & Families Commission approved funding for Commission staff to develop with ComCast Channel 19, 35 weekly live television programs to provide helpful information to the community on children's issues, services and resources. The shows will feature professionals from Commission funded programs and will provide information on services available, provide resource and parenting information and answer community participant's questions. The hosted shows will be ½ hour in length and will solicit audience interaction thru email and telephone call in. Live programs will air September through May with replays running June through July.

Estimated costs approved at the March meeting included:

Host	35 shows at \$100/show	\$ 3500.00
Set	Design/materials	\$ 1200.00
Remotes	2 locations	\$ 800.00
Miscellaneous		\$ 1200.00
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Total		\$ 6700.00
In Kind Contribution from ComCast		
Production Costs	35 shows	\$12,250.00

The set costs approved at the March meeting were a rough estimate a final proposal has been received to develop a professional three panel set backdrop which can be used in other venues as well. The cost of this backdrop is \$2113.40 an increase of \$913.40 over the original estimate. The total cost to the Commission of the 35 live programs would be \$7613.40.

**CURRENT PROPOSAL:**

It is requested the Commission approve \$7613.40 in funding for the Informational TV series.

**RECOMMENDATION:**

It is the recommendation of the Executive Director to approve the funding for the Television programs.

**IMPACT ON COMMISSION RESOURCES:** \$7613.40

**POLICY ACTION REQUESTED:** Approval of recommendation.

DC:bd