



MEMORANDUM

Date: July 19, 2016

To: Park District Oversight Committee

From: David Takami, Policy and Performance Unit

Subject: Seattle Channel Programs on Park District

Requested Committee Action

Briefing for informational purposes and feedback on Oversight Committee participation on discussion panel.

Overview

Seattle Parks and Recreation is working with the Seattle Channel to produce three half-hour programs on the Seattle Park District to be filmed over the summer and aired in September 2016. Each program will consist of a TV news-like report on Park District-funded programs or projects, followed by a panel discussion on that segment's topics. The three programs will focus on different aspects of the Park District tentatively organized as follows:

- **Program #1:** Introduction/Background; Fix It First; Maintaining Parks and Facilities
- **Program #2:** Programs for People (people with disabilities, seniors, arts, Get Moving)
- **Program #3:** Building for the Future (acquisitions, development of land-banked sites, urban parks activation)

Each show will (tentatively) have the following format:

- Introduction (2 min.)
- TV report with videos of projects and interviews with staff and/or community members (6 min.)
- Panel discussion with staff and community members (20 min.)
- Wrap-up (2 min.)

Brian Callanan, a veteran TV reporter, will be the on-air host, reporter and panel discussion leader for the programs. He and his film crew and editor are free-lance professionals under contract with the Seattle Channel and Seattle Parks and Recreation.

Program Content

Here is the breakdown of the program content (see also attached summary):

Show #1: Fix It First, Maintaining Parks and facilities

Locations: 1) Irrigation, boat ramp or other Major Maintenance work in progress; 2) forest restoration work; 3) dog leash and scoop enforcement; 4) preventive maintenance at facilities or parks.

Panelists: Jesús Aguirre, Oversight Committee member, Forterra representative

Show #2: Programs for People

Locations: 1) Senior food and fitness program; 2) summer camp for youth with disabilities; 3) Arts in Parks program; 4) summer outdoor event involving a recreation or arts program

Panelists: Kelly Guy or Lakema Bell (Recreation Division); artist; participating community agency

Show #3 Building for the Future

Locations: 1) Construction work on land-banked sites or other development projects; 2) public meeting; 3) Waterfront work; 4) activation of Occidental or Westlake park; 5) Greenwood tavern that will become park

Panelists: Michael Shiosaki, Jon Scholes (Downtown Seattle Association), another community partner

Program Cost

The cost for producing these three shows is \$19,575 or about \$6,525 per show. This includes staff time for Brian Callanan, video photographer and editor, post-production editing, graphics, and other costs. Funding is coming from the Performance Monitoring and Strategic Management Park District initiative (Initiative 4.10).

Timeline

The plan is to shoot all of the programs over a few days yet to be scheduled in July and August 2016. The programs will air (tentatively) on September 8, 15 and 22, 2016 on the Seattle Channel and be posted on the Seattle Channel website, www.seattlechannel.org.

Attachment

Attachment A: Draft Program Summary