



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: February 1, 2011

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Grant Funding For Disaster Preparedness Public Service
Announcement Campaign

RECOMMENDATION: That Council:

- A. Accept a grant of \$50,196 from the Orfalea Foundation to produce and distribute a Santa Barbara Countywide Disaster Preparedness Radio and Television Public Service Announcement Campaign; and
- B. Increase appropriations and estimated revenues by \$50,196 in the General Fund, City Administrator's Office budget to fund the project.

DISCUSSION:

The Orfalea Foundations have awarded City TV a grant in the amount of \$50,196 to work with the County of Santa Barbara Office of Emergency Services to produce a Countywide Disaster Preparedness Public Service Announcement (PSA) campaign. The campaign will help raise awareness among County residents about the importance of emergency preparedness and provide simple tips on how individuals and families can become better prepared. The PSAs will be distributed to local television and radio stations and produced in English and Spanish. City TV staff will work with the County Office of Emergency Services staff to conceptualize the content for the campaign and City TV staff will provide video production services. The campaign will begin airing in the local media in the fall of 2011 and a new PSA will be released monthly thereafter for one year.

BUDGET/FINANCIAL INFORMATION:

The grant funds will cover City staff costs related to production work on the campaign and additional production costs for contract writer/co-producer services and graphic animation services.

PREPARED BY: Tony Ruggieri, City TV Production Supervisor

SUBMITTED BY: Jim Armstrong, City Administrator

APPROVED BY: City Administrator's Office