

Memorandum



Date: April 8, 2008

To: Honorable Chairman Bruno A. Barreiro and Members,
Board of County Commissioners

Supplement to
Agenda Item No.
9A31A

From: George M. Burgess,
County Manager

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of the County Manager.

Subject: Supplemental Report to Resolution Concerning Potential Television Series Featuring
Miami-Dade 311 Answer Center

This resolution authorizes the Mayor or his designee to execute a contract and exercise renewal provisions for a potential television program featuring 311. This report clarifies the terms of the contract and addresses the questions asked at the March 11, 2008 GOE meeting.

The County has been approached by a production company, Darlow Smithson Productions (DSP), seeking to produce a Reality TV show for the Arts and Entertainment Channel (A&E) focusing on the everyday problems reported to 311 by residents in Miami-Dade County. The concept of the show, as described by the production company, is as follows:

At its most basic level, this series is about America's unsung heroes - ordinary people doing extraordinary jobs. Shot in a fly-on-the-wall style, it will follow the employees from the 311 service as they go about their working lives. We show them in action tackling air and water pollution, illegally dumped garbage and pest infestations. There is nothing that rattles these people in their quest to keep Miami-Dade County a clean, pleasant and safe place to live. For the characters we follow in the series - on whom the smooth running of public services depends - keeping a cool head and a sense of humour is essential, especially when under pressure or covered in dirt grime or dust. We capture the day-to-day struggle and strife in a fast paced series that gets right inside Miami-Dade's services. Character driven and story led, this series is full of humour and drama. Above all, this series is designed to celebrate the great work that 311 perform in situations which are often very uncomfortable. As such, it gives a great insight into the everyday life of the city and its surrounding area.

The County is not receiving royalties or other compensation for this show. However, the County stands to benefit from positive exposure of the services we provide. The production company has considered 311 operations elsewhere in the country but they are impressed by Miami-Dade County and feel that our diverse community makes for a much more interesting program. In addition, our 311 operation covers a broad range of services and goes beyond a simple information and referral operation.

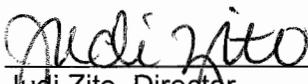
The Government Information Center has contacted other organizations who have been involved in these types of programs, including Southwest Airlines (Airline on the A&E channel), Philadelphia Parking Authority (Parking Wars on the A&E channel), City of Miami (First 48 Hours on A&E) and the Miami-Dade Police Department (Animal Planet on the Discovery Channel). The feedback has been positive and these organizations have found their participation in these programs to benefit their organization in terms of exposure of their brand and increased awareness of their service.

Honorable Chairman Bruno A. Barreiro and Members,
Board of County Commissioners

Darlow Smithson Productions is one of the leading independent production companies in the world and has produced numerous docudramas, series and documentaries for broadcasters worldwide, including PBS, National Geographic, Discovery, the Learning Channel, Discovery Health and the History Channel.

Although the County does not have final editorial control, the contract includes provisions which provide measures of control designed to protect the County from being depicted in a false light.

- *Miami-Dade County reserves the right to decide what areas may be so recorded. (Handwritten page 5 – provision 1 – Recording Rights) Departments involved in this program will select the incidents, employees and facilities to which DSP will be granted access. If the department determines that any of these factors are not appropriate for inclusion in the program, the County can deny access. In the case of 311, the production company will only be granted access to a select group of Call Specialists.*
- *Miami-Dade County shall have the right to review a rough cut of the program...for the purpose of ensuring the factual accuracy of the program and to ensure that Miami-Dade County, its officers, employees and agents are not depicted in a false light or treated in a derogatory fashion. It is solely the responsibility of DSP to ensure that the information it uses is not publicized in a manner that violates any legal rights or privileges of third parties, including rights that information be kept confidential, and does not defame, libel or otherwise legally harm third parties. (Handwritten page 7, provision 7 – Review of Rough Cut)*
- *The parties acknowledge that certain information obtained by Miami-Dade County in the course of 311 calls may be privileged and confidential under federal and state law and DSP will have no right to such information and expressly agrees not to use such information in its Recordings or programs. (Handwritten page 5, provision 1 – Recording Rights)*
- *DSP will have access to research and film the Program with Miami-Dade County during the period from the date of signature of this agreement to the end of September 2008... (Handwritten page 6 – Term and Renewal). Should the County determine that this program does not serve our best interests, the County can decline the option to renew the agreement in September 2008.*



Judi Zito, Director
Government Information Center