

September 19, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
September 26, 2006

**Television Production
"Hermosa 90254"**

Recommendation

The Parks, Recreation and Community Resources Advisory Commission recommends that Council approve the proposal for a cable television program to feature City of Hermosa Beach parks and recreation activities and appropriate \$5,000 toward the project from prospective expenditures.

Background

The Community Resources Department received a letter of request (Attachment A) from Christine Hollander dated September 18, 2006. Commissioner Hollander is requesting support and approval for the production of a monthly television show that would prominently feature City recreation programs. The intent is to create a venue for exposure to the myriad of classes, special events, excursions, performances and activities coordinated by the Community Resources Department.

The cities of Manhattan Beach and Torrance currently produce similar shows, highlighting their Parks and Recreation Departments. Many of the City's residents are shown in the coverage and interviewed for various segments, creating appeal to its local community audience. The programs are City funded. Kathy McCaddin is an experienced Producer and Host (resume attached) who is willing to produce a similar show for the City of Hermosa Beach.

| | |
|----------------|---|
| Fiscal Impact: | \$15,000 equipment and production |
| | \$5,000 appropriation from prospective expenditures |
| | \$3,000 camera donated by Time Warner |
| | \$7,000 Private Donations |

Attachments:

- A. DVD Featuring Promotional Trailer
- B. Letter of Request
- C. Kathy McCaddin Resume

Respectfully Submitted,



Lisa Lynn
Community Resources Director

Concur,



Stephen Burrell
City Manager

Noted for Fiscal Impact,



Viki Copeland
Finance Director

Christine Hollander
Parks and Recreation Commissioner

September 18, 2006

Dear Council Members,

I have wanted to produce a television program for our wonderful Parks and Recreation Department for some time now. I have felt that a well-produced program would do a great deal to increasing the exposure and participation in the many programs offered and consequently increasing revenue to the Department. I even worked with Adelphia several years ago and filmed several events including the first Picnic in the Park at Clark Field. Unfortunately, I couldn't put it together. I do not have the experience or the time. This is a big job! I could not cut a decent segment, select the right music and most importantly I looked like hell on camera. Consequently, the project went onto the back burner until I was introduced to Kathy McCaddin.

Kathy has the experience, the "stage presence" and the expertise to put this program together. Her energy and commitment are evident in the trailer she has produced for your review. I am hoping that you agree and support the project.

Preliminary cash needs include \$3,000 for camera equipment and approximately \$1,000 per 30-minute show. We would like to produce 12 shows that would be repeated often on Time Warner Cable. Timing of the first year's production will coincide with all the Centennial events and will be the perfect showcase for the city events and will encourage a larger community involvement. We would be focusing on City and/or Parks and Recreation programs bringing additional life to the award winning quarterly events publication.

In terms of financing the budget, I am requesting seed money of \$5000 from the city and the balance will come from community support and corporate donations and grants. Currently I have secured commitments (subject to your approval) from Kiwanis for \$500 and Friends of the Parks for \$500. I am in discussion with Time Warner and they have indicated that they will donate a camera. Other non-profits are considering the request. Once approved, I will proceed to secure additional grants and donations from other organizations and corporations. All donors will receive recognition on the show.

I am looking forward to addressing this issue with all of you and look forward to any recommendations you have that will help to get this program produced. This will be a great vehicle for the department to increase program exposure and service to our residents.

Sincerely,

Christine Hollander

Christine Hollander, Commissioner

Attachment B

KATHY MCCADDIN

HOME: 310-798-7738

CELL: 310-722-7738

E-MAIL: KATHY@TECHLINKTV.COM

EXPERIENCE:

2/2001-present

Reporter "Techlink", Aired nationally on Adelphia Cable

ADELPHIA CABLE, SANTA MONICA, CA

- * Report on latest technological advancements for 'Tech Profile' segment of the show
- * Anchor & write introductions & tags to pieces from in-studio location
- * Conduct live-to-tape interviews with in-studio guests
- * Book guests and prepare all material for 'Tech Profile' segments

5/2003-9/2003

Host/Producer "Summer Series 2003"

ADELPHIA CABLE, HERMOSA BEACH, CA

- * Hosted, produced, & co-edited series of shows regarding summer events shot throughout the Beach Cities during the summer of 2003
- * Created series' concept, shoot locations, schedule, etc.
- * Organized & conducted on-site interviews
- * Wrote script for final shows televised to Beach Cities

2/2001-8/2002

News Anchor, "Techlink"

- * Wrote & delivered news stories for weekly show
- * Researched 'tech' news happenings and potential stories

11/2000-present

Fill-in Co-Host, "Cable Interactive Live"

ADELPHIA CABLE, VAN NUYS, CA

- * Promote the evening's giveaways & entice viewers to call in to show
- * Interact with public in live un-scripted format

8/2001

On-Air Correspondent, "Greek Fest 2001" (Aired Live Nationally)

ADELPHIA CABLE, VAN NUYS, CA

Interviewed various members of general public for live television

6/1995-11/1998

Producer/Reporter, "The Arena", a live political debate show

ADELPHIA CABLE, TOMS RIVER, NJ

- * Wrote segments for live show & reported on latest political events
- * Provided voice-over talent for background stories to further explain evening's topic

TRAINING:

1/22/05

Bookin'-One day intensive Commercial Workshop

10/2001-12/2002

Doug Warhit Acting Workshops

- * Studied Cold-Reading, Scene Study, etc.
- * Performed finished scenes in front of industry professionals

3/2000-9/2001

M.K. Lewis Acting Workshops

Developed film technique through participation in class workshops

Pamela Campus Commercial Workshop

The Art & Craft of Voice-Over, U.C.L.A.

Introduction to Acting, Seton Hall University, South Orange, NJ

EDUCATION:

Seton Hall University, South Orange, NJ
Bachelor of Arts Degree

SPECIAL SKILLS:

Working knowledge/capability of I.F.B. & TelePrompTer, Video/Television Editing & Shooting Skills, Ability to read music, Athletic Skills include: Running, Aerobics, Rollerblading, Hip-Hop Dance, SCUBA (Open Water Certification), Swimming, Snow Skiing, and Tennis.