



County of Marin
Information Services & Technology Department

David Hill, Director

September 14, 2010

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: APPROVAL OF THE AMENDMENT TO AGREEMENT BETWEEN KAY PRODUCTIONS LLC AND THE COUNTY OF MARIN

Dear Supervisors:

RECOMMENDATION: Approve the Contract Addendum between the Kay Productions LLC and the County of Marin to provide planning, coordination and training around County of Marin communications with the goal of clearly and transparently describing County programs to the largest possible audience.

SUMMARY: Kay Productions LLC is a local company specializing in producing digital media content and training. Kay Productions has well over 30 years experience in the media communications business and over five years of specific experience in communicating County of Marin program information using digital media. This makes Kay Productions uniquely qualified for this endeavor based on the general experience of communications, the challenges of communications in the public sector and specifically how Marin County communicates today.

Included in this project will be development of countywide standards around public service announcements, press releases and other electronic content; development of a countywide editorial calendar; coordination of production and distribution technologies to reach a broader audience; training; and survey to assist in understanding our current communication baseline which will be how the County will measure its improvement in communications in the future.

FISCAL/STAFFING IMPACT: this addendum will increase the current contract by \$30,000. Funding for this addendum will come from County Administrator's office and Information Services operating budget.

REVIEWED BY:

<input type="checkbox"/>	Director of Finance	x	N/A
x	County Counsel	<input type="checkbox"/>	N/A
<input type="checkbox"/>	Human Resources	x	N/A

Respectfully submitted,

D. Hill

David Hill
Director, Information Services and Technology
Merit # 10020953