



The County Seat

A Chadwick Booth & Company Production



The County Seat is a half hour television program about relevant county level issues facing Utah's counties.

This program will address two topics per half hour program which are relevant to important issues facing Utah's counties. The County Seat is designed to educate the public about important issues as well as foster debate and dialogue so that the public, legislators, state and federal regulators can better understand the depth of issues and the impacts of those issues facing Utah's county level government.

Each episode will cover two relevant topics. The first part of a segment would be a "20/20" style produced package to provide the background on each issue. It would be shot on location, edited and narrated to bring the viewer up to speed on the debate for that topic. From road access in San Juan County, to open space issues in Salt Lake County, natural gas development in the Uintah Basin or rural electric development in Sevier County. The county Seat will focus on issues that face county councils and commissions.

Following the package piece, the show returns as an "on set" moderated talk show to allow the county officials and related guests the opportunity to discuss and debate the issue publicly.

The Utah Association of Counties will serve as the clearing house for the episodic topics of the show, based on their interaction with the supporting counties and other key figures in local government issues. The producers of the program will take it from there, working directly with those involved in the topic to produce the story and moderate the discussion.

The "talk show" portion of **The County Seat** will from time to time be taped at various locations around the state depending upon the topics for the individual weeks. This production model allows for studio audiences if the subject is appropriate. As an example, if the topic was electrical power development, we would tape that segment in Richfield. If the topic dealt with wilderness, the taping might be done in St. George. Vernal would be the location if the lead topic were energy. We make this effort to place the program closer to the elected officials who would be the guests. It will also make a connection to the communities where the issues lie.

The County Seat will be broadcast once each week on state wide commercial television, we currently have 9:30 A.M reserved on ABC-4 with a direct lead in to This Week, their national news affairs program. The program will would also be distributed to:

- Local cable operators to broadcast around the state.
- The web as a You Tube Video, allowing counties and other interested parties to link to the segments with topics that they deem important.
- Each topic (two show segments) will be distributed as a downloadable pod-cast allowing interested individuals the chance to forward the topic to people who need to see the debate.

The producers will also make each episode available in a DVD format so that counties and sponsors can distribute any episode they would like to anyone they feel needs to hear or see the segments. This will allow sponsors and county officials the opportunity to place a hard copy of relevant debates in the hands of federal officials or constituents seeking more information.

As this is a commercial broadcast, the format allows for 12 commercial breaks per half hour. These spots are available at a very affordable rate for sponsors who have connections to Utah's county governments, or industries that can benefit from being associated with the very specialized audience that this program is likely to generate: The state and federal agency managers who that deal with the counties and feel compelled to keep up on their focus, problems and direction, as well as the community movers and shakers that generate community opinion. Your sponsorship of The County Seat not only benefits your company's public image, but it also will help the counties cover the cost of bringing this vital program to the public.

The best part about this is the affordable cost. Packages range from: 13 episodes (one spot per month); 26 episodes (a spot every other week); 52 episodes (a spot each week of the season). Sponsors participating in the program are provided with:

- Free commercial production from concept to final product.
- Additional billboard sponsorships, 4 for 52 week sponsors, 2 for 26 week sponsors and 1 for 13 week sponsors.
- 52 week sponsors receive at least 1 guest appearance on the program.
- All sponsors will receive complimentary copies of each episode of the program on DVD with license to duplicate and distribute.
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County Seat Sponsorship Packages				
Sponsorship Level	Annual commitment	Deposit	Monthly billing rate	Cost per spot
52 Episodes	\$32,685.19	\$5,447.54	\$2,723.77	\$628.56
26 Episodes	\$17,667.67	\$2,944.62	\$1,472.31*	\$679.53
13 Episodes	\$ 9,613.29	\$1,602.22	\$ 801.11*	\$739.48

As you can see, this is an affordable way to approach the real issues that face county government, and the communities they encompass. The County Seat will at last let the topic of discussion be set by those involved in the debate instead of the opinions of the media covering the event. If you have questions about this proposal, feel free to call.



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*Monthly billing rate based upon 12 -month contract. Monthly price will vary with 6 month or 3 month contract.