



Legislation Text

File #: 150355., **Version:** 1

Funding for Gainesville Police Department Television Show (B)

This is a funding request from Federal Forfeiture funds for FY2016 for the Gainesville Police Department's Television Show.

The Gainesville Police Department's (GPD) Television Show is part of the Department's Crime Prevention Program and is a vital communication tool between GPD and the public. The show is used to: 1) explain how GPD provides services to the community, 2) explain and demonstrate community-oriented policing initiatives, 3) showcase crime prevention activities, 4) inform Gainesville residents that certain quality of life concerns are being addressed; and 5) highlight the many community programs that GPD participates in that works towards the Commission's Strategic Objectives. GPD has been producing the show for over ten years and the episodes air on CBS4, Channel 12, and on YouTube. In the past year, the show featured a group of prior gang members and showed how they participated in a Summer Enrichment Program; explained the dangers of distracted driving and texting while driving; highlighted the extremely successful Police / Youth Dialogue program; and had officers engage citizens in honest on-camera conversations to measure how GPD is providing services. In today's culture, it is imperative that the City use a show such as this to demonstrate how GPD is above the curve in protecting the public with compassion. The show was previously named "Police Beat" but is undergoing a re-branding for the next year. The requested funds will cover the production and airing of 12 new thirty-minute shows to air.

Funds for this one year agreement, covering the period October 1, 2015 through September 30, 2016, totaling \$49,500 are available in the Federal Law Enforcement Contraband Forfeiture Trust Fund. The balance in Federal Forfeiture account is 1,301,698 as of 8/31/15.

The City Commission approve the expenditure, the extension to the contract and issuance of a purchase order to Studio 601, Inc., in the amount of \$49,500 for the continuation of funding for the Police Beat Television show, subject to approval of the City Attorney as to form and legality.