



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 and the organizations involved with them. 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 and the citizens who live there.

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 the counties and examine the issues from their perspective.

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 natural gas 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 8:00 A.M reserved on ABC-4 actually replacing the KTVX public affairs program with Chris Vanocur. 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 can distribute any episode they would like to anyone they feel needs to hear or see the segments. This will allow 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 and the format allows for commercial breaks, the total inventory of commercial time slots is available to assist counties in funding the project! These ads allow the county to use **TRT or CCRC funds** to promote tourism in the county, while funding the production and broadcast of the County Seat. Chadwick Booth and Company's award winning commercial production staff will produce the tourism oriented commercial spots for you at no charge, to air in the program. You may also use them in other broadcast venues or on the web to promote tourism to your county.

Your sponsorship of The County Seat not only benefits your county’s public image, but it also will help the 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 during the season); 26 episodes (a spot every other week); 52 episodes (a spot each week of the season). Sponsors participating in the program are provided at the following rates and promotions

County Seat Advertising Packages				
Sponsorship Level	Annual commitment	Deposit	Monthly billing rate(11months)	Cost per spot
52 Episodes	\$ 30,000.00	\$4,700.00	\$2300.00	\$576.92
26 Episodes	\$15,750.00	\$2,450.00	\$1209.09*	\$605.77
13 Episodes	\$ 8,100.00	\$1250.00	\$ 622.73*	\$623.08

This is what a 52 week sponsorship includes:

- 52 commercial spots, one each week for the entire season
- Turnkey production of 3 promotional commercials; concept creation, scripting, shooting editing and unlimited dubs for use in other venues included.
- 12 Billboards. “This week’s episode of *The County Seat* is brought to you by *Blank County*, come discover the life you dream of”

This is what a 26 week sponsorship includes:

- 26 commercial spots, one every other week for the entire season
- Turnkey production of 2 promotional commercials; concept creation, scripting, shooting, editing and one master dub for other venues included.
- 4 Billboards. “This week’s episode of *The County Seat* is brought to you by *Other County*, We’re elevated too!”

This is what a 13 week sponsorship includes:

- 13 commercial spots, approximately one per month for the entire season.
- Turnkey production of one promotional commercial; concept creation, scripting, shooting, editing and one master dub for other venues included.

Counties looking for sources of funding should consider that by sponsoring this program, they can use dedicated county TRT funds and use the commercial spots to promote tourism and visitors to their area, the cost of the commercial production for this would also be included. If you would like to see some samples of what we have produced for counties please contact us and we can send you samples.

For those who are interested in supporting the program because of the content and do not wish to engage in commercial advertising or promotion we have split the cost of the program out this way.


County Seat Sponsorship Costs.				
Sponsoring Agencies	Per year	Deposit	Billed per month	Cost per episode
12	\$30,000.00	\$4,700.00	\$2,300.00	\$576.96

For this option we would include 12 Billboards as described above and would cover at least 3 topics important to your county during the season. We would also produce, completely independent of the program production, a single promotional video documentary running 8 to 10 minutes. This could be of any topic or subject of your choosing. Samples of this type of production are available upon request.

To make this program work we would need 12 twelve counties to sponsor the program with a 52 week commitment to the show. Or, we could proceed with 6 full year counties and 12 half year county sponsorships. Or we could have 4 fifty two week advertisers, 4 twenty six week advertisers and 24 13 week county sponsorships. Any combination of these supporters will fund the program.

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.

A handwritten signature in blue ink that reads "Chad Booth". The signature is stylized and cursive.

Chad Booth
Executive Producer
(801) 947-8888 office
(801) 403-3666 cell

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