County of Los Angeles
Sheriff's Department Headquarters
4700 Ramona Boulevard
Monterey Park, California 91754-2169

LEROY D. BACA, SHERIFF

April 8, 2008

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF AMENDMENT NUMBER 1
TO AGREEMENT NUMBER 75665 WITH MEDIAFISH CREATIVE, LLC
FOR RECRUITMENT ADVERTISING SERVICES
(ALL DISTRICTS) (3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

Approve and instruct the Chair of the Board of Supervisors to sign the attached Amendment Number 1 to Agreement Number 75665 with Mediafish Creative, LLC, (Mediafish) for the additional expenditure of $1.5 million to supplement the recruitment advertising services for the Los Angeles County Sheriff's Department (Department).

PURPOSE OF RECOMMENDED ACTION

Approval of the action will allow the Department to continue its recruitment strategies to fill deputy sheriff, custody assistant, reserve, and professional staff vacancies in a very competitive market. The Department has had unprecedented success in its partnership with Mediafish. This partnership has increased public awareness of the benefits of working for the Department. This was done by creating a singular look and feel, or "brand" for the Department's advertising. Further branding was accomplished by associating the Department with other well known, world class organizations, such as the Los Angeles Dodgers and the Los Angeles Lakers. This branding approach is a new concept in the law enforcement field and has established the Department as the recruiting gold standard.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The services provided under this amendment supports the County of Los Angeles Strategic Plan Goal 1, Service Excellence, and Goal 4, Fiscal Responsibility, by continuing to work with Mediafish to amplify the recruitment goals and missions of the Department.

The services will continue to maximize the Department's financial and physical resources, allowing the Department to fulfill its legal responsibility to the public and operate more efficiently.

FISCAL IMPACT/FINANCING

The anticipated annual cost of this contract adjustment is identified in the Department's ongoing operating budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

In May 2006, the County entered into an agreement with Mediafish to develop a management strategy to oversee the recruitment campaign and analyze the effectiveness of the Department's hiring, recruitment goals, and objectives.

Mediafish assisted the Department in meeting our recruitment goals for the first year of the contract. The additional positions that the Department needs to fulfill throughout the contract term relies on the effective recruitment advertising strategies that the contractor continues to provide. Mediafish's coordination with vendors to acquire the best advertising methods, costs, and supplies have contributed to the successful recruitment record. Examples of advertising methods utilized are billboard rentals, radio, television, newspaper advertisements, internet, job fairs, professional and college sporting events, sports team sponsorship, and other effective advertising avenues.

Mediafish is in compliance with all Board, Chief Executive Office, and County Counsel requirements.

The amendment to the contract has been reviewed and approved as to form by County Counsel.

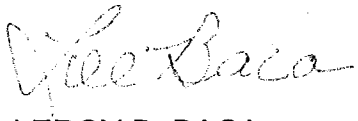
IMPACT ON CURRENT SERVICES

Approval of the recommended actions will not have a negative impact on the Department's current operations and services.

CONCLUSION

Upon approval by your Board, please return three (3) adopted copies of this action and three (3) adopted copies of the amendment to the Sheriff's Department's Contracts Unit.

Sincerely,



LEROY D. BACA
SHERIFF

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

AMENDMENT NUMBER 1 TO AGREEMENT NO. 75665 FOR THE PROVISION OF THE RECRUITMENT ADVERTISING SERVICES

This Amendment Number 1 ("Amendment No. 1") is entered into by and between the County of Los Angeles (hereinafter "COUNTY") and Mediafish Creative, LLC. (hereinafter "CONTRACTOR"), effective as of the date executed by the Chair of the Board, based on the following recitals:

A. WHEREAS, on May 9, 2006, the COUNTY and CONTRACTOR entered into COUNTY Agreement Number 75665 (hereinafter "AGREEMENT") for the Recruitment Advertising Services; and,

B. WHEREAS, COUNTY and CONTRACTOR desire to revise the AGREEMENT sum;

NOW THEREFORE, in consideration of the foregoing recitals, all of which are incorporated as part of this AGREEMENT, COUNTY and CONTRACTOR hereby further agree to amend this AGREEMENT as follows:

1. Subsection 8.2, Maximum Contract Sum is amended as follows:

   8.2 The dollar amount in this paragraph is amended to read "Six Million Dollars" ($6,000,000)".

Except as expressly provided in this Amendment No. 1, all other provisions, and conditions of the AGREEMENT shall remain the same and in full force and effect.

[continued on the following page for signatures]

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

AMENDMENT NUMBER 1 TO AGREEMENT NO. 75665
FOR THE PROVISION OF THE RECRUITMENT ADVERTISING SERVICES

The person executing this Amendment for CONTRACTOR represents and warrants that he or she is an authorized agent, who has actual authority to bind CONTRACTOR to each and every item, condition, and obligation of the AGREEMENT and that all requirements of CONTRACTOR have been fulfilled to provide such actual authority.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment No. 1 to be executed on their behalf by their duly authorized officers.

THE COUNTY OF LOS ANGELES

ATTEST:

SACHI A. HAMAI
Executive Officer
Los Angeles County
Board of Supervisors

By: _____
CHAIR OF THE BOARD

By: _____

MEDIAFISH CREATIVE, LLC

By: _____
Nalin DeSilva

Title: Project Director

Date: 1/25/08

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.
County Counsel

By: _____
GARY GROSS
Principal Deputy County Counsel