



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
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<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

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Second District

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Third District

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Fourth District

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Fifth District

September 7, 2011

To: Department Heads

From: William T Fujioka
Chief Executive Officer

LOS ANGELES COUNTY ANNUAL REPORT TAPINGS

The 2011 Los Angeles County Annual Report is currently in production and will require the brief participation and support of all department heads.

We are moving from the traditional, printed annual report, to a web-based, multimedia product. This new multimedia format will be heavily focused on major results and projects benefitting the public over the past year, utilizing video to tell our best stories. Every department will continue to have a presence in the Annual Report, in the form of a short video of the department head discussing major accomplishments, milestones, or services to the public. These videos will be approximately one minute each, and replace the expansive, text-heavy pages in our historic reports.

Specifically, each department is asked to develop and provide a script of approximately 150-200 words that is highly-focused on a few succinct accomplishments. These scripts will be loaded in a teleprompter for you to read during your taping. A sample of such a script was developed in conjunction with the Child Support Services Department and is included in this memo.

Over the next several weeks, the CEO Office of Public Affairs will host a number of taping days at the Hall of Administration, Room 493A, utilizing our production team from the County Channel. All production aspects and taping facilities will be provided by the Chief Executive Office, the only requirement from departments is an advanced copy of your script for loading into the teleprompter and your time for the taping. Our team will be fully available before and during your taping to answer any questions, advise on your script, and provide coaching tips for camera presence.

"To Enrich Lives Through Effective And Caring Service"

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Additionally, each 30-minute taping appointment provides ample time to practice with the teleprompter and tape several versions of your video.

For questions or guidance about the taping process, please contact David Sommers, Acting Director of Public Affairs, at dsommers@ceo.lacounty.gov or at (213) 974-1363. To RSVP for an available taping time from the list below, please contact Marina Rosas at mrosas@ceo.lacounty.gov or (213) 974-1314.

Available taping dates and times at the Hall of Administration, Room 493A:

Thursday, September 22nd

(Appointment times every 30 minutes between 12 - 4 p.m.)

Tuesday, September 27th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Wednesday, September 28th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Thursday, September 29th

(Appointment times every 30 minutes between 12 - 4 p.m.)

Tuesday, October 4th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Wednesday, October 12th

(Potential Appointment times between 8:30 a.m. - 1 p.m.)

Thursday, October 20th

(Appointment times every 30 minutes between 8 a.m. - 1 p.m.)

Sample script from Child Support Services Department (180 words):

Hi, I'm Steven Golightly, Director of the Los Angeles County Child Support Services Department.

In 2011, we're celebrating the tenth anniversary of our department and the landmark decision by the Board of Supervisors to shift from a law enforcement approach to a social services way of providing child support services.

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We are the largest locally operated child support agency in the nation, managing approximately 350,000 cases, comprising 24 percent of the total child support caseload in California.

When our department was established, support collections were stagnant at 32 percent. This year, we've increased performance to 56.4 percent. During the past two fiscal years, our staff has collected nearly \$1 billion in support, and every month, we pay out an average of 28 million dollars in support to the families we serve.

In 2011, we are facing the same challenges as many other agencies during the ongoing state fiscal crisis. However, our successes over the last several years provide a firm foundation that will propel us to greater heights and concrete results for children and families of this great County in the years ahead.

WTF:RA
DS:mr

c: Each Supervisor
Chief Deputies
Public Information Officers
Administrative Assistants