



**RON ROBERTS**  
SUPERVISOR, FOURTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

**AGENDA ITEM**

**DATE:** October 22, 2013

**21**

**TO:** Board of Supervisors

**SUBJECT:** *Live Well San Diego* Partnership with Clear Channel Communications  
(DISTRICTS: ALL)

**Overview**

The County of San Diego was approached by a radio broadcast network, Clear Channel Communications, expressing interest in a partnership to promote the County's Live Well San Diego initiative to the public on the radio at no cost to the County. After meeting with Clear Channel representatives and reviewing proposed activities, it was recommended that our Board consider negotiating with Clear Channel to establish a media partnership that increases the profile of the County's Live Well San Diego initiative and engages residents through the use of privately sponsored public service announcements and contests.

If approved, this item will result in use of County staff time to develop or identify content for an unspecified number of Live Well San Diego public service announcements. Clear Channel radio will broadcast public service announcements and sponsor radio contests through its network of stations and private, corporate sponsors. The agreement will place restrictions on use of alcohol, tobacco or other drug sponsors for the public service announcements and contests. The agreement would not, however, preclude the County from carrying out its function to provide information to the public via various media outlets or respond to media inquiries in a timely fashion, nor would it restrict Clear Channel radio from performing its function as a news service in any way.

**Recommendation(s)**

**SUPERVISOR RON ROBERTS**

1. Approve a sole source multi-media partnership with Clear Channel Communications to increase the profile of the County's Live Well San Diego Initiative through radio public service announcements and listener contests and other health education and promotion

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activities.

2. Direct the Chief Administrative Officer to negotiate and execute a memorandum of agreement with Clear Channel Communications to promote the County's Live Well San Diego Initiative.

**Fiscal Impact**

County staff will assist with development or identification of radio content within the normal course of their duties at no cost to Clear Channel Communications. Clear Channel will provide public service announcements, contests and other specified public health and education efforts at no cost to the County.

**Business Impact Statement**

N/A

**Advisory Board Statement**

N/A

**Background**

On July 13, 2010 (10) our County embarked upon Live Well San Diego – a 10-year initiative that guides County services in support of healthy, safe and thriving communities – with our Board's adoption of the Health Strategy Agenda: Building Better Health. Subsequently, the Board adopted a second component, the Safety Strategy Agenda: Living Safely. Live Well San Diego is designed to advance the overall well-being of the entire region. As such it is important to promote this initiative, its goals and objectives to County residents effectively and efficiently. Partnering with a media outlet would help the County magnify our ability to get related messages out to our residents.

The County of San Diego was approached by a media company, Clear Channel Communications, expressing interest in a partnership to promote the County's Live Well San Diego initiative to the public on the radio at no cost to the County. After meeting with Clear Channel representatives and reviewing proposed activities, it was recommended that our Board consider negotiating with Clear Channel to establish a media partnership that increases the profile of the County's Live Well San Diego initiative and engages residents through the use of privately sponsored public service announcements and contests.

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**Linkage to the County of San Diego Strategic Plan**

N/A

Respectfully submitted,

RON ROBERTS  
Supervisor, Fourth District

ATTACHMENT(S)

N/A

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**AGENDA ITEM INFORMATION SHEET**

**REQUIRES FOUR VOTES:**        Yes      No

**WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED**  
   Yes      No

**PREVIOUS RELEVANT BOARD ACTIONS:**  
N/A

**BOARD POLICIES APPLICABLE:**  
N/A

**BOARD POLICY STATEMENTS:**  
N/A

**MANDATORY COMPLIANCE:**  
N/A

**ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):**  
N/A

**ORIGINATING DEPARTMENT:** District 4, Board of Supervisors

**OTHER CONCURRENCES(S):**   N/A

**CONTACT PERSON(S):**

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