

COUNCIL ACTION ITEM

Community Connections Radio Show

November 2020

Background Information (*brief history of the situation*): Since 2011, Children's Services Council has hosted a weekly radio program. Previously, the show aired on WIRA 1400AM and is now broadcast on WFLM's 104.5 The Flame every Sunday at 10am. The show offers funded program partners and community organizations an opportunity to share about their work in the community, educates residents on community events, and recently has been a springboard for conversations on challenging topics including race relations and equity.

Current Situation (*why it is being brought to Council now*): Our existing contract with WFLM 104.5 The Flame is set to renew on December 1, 2020. Due to our longstanding partnership, the station has agreed to keep our rate of \$150 per week in our new contract agreement. The total requested funding for the weekly radio show is \$7,800, which exceeds the spending authority of the CSC Team.

Action (*requested or required of Council*): The Council is being asked to approve \$7,800 from the budgeted \$75,000 in Program and Community Outreach to sustain the weekly Community Connections radio program on WFLM 104.5 The Flame.

Team Recommendation:

STRENGTHS:

- Allows continuance of the successful Community Connections radio program.

CONCERNS:

- None at this time.

CSC Team recommends that Council approve the request from the existing Program and Community Outreach budget.

am 11-2-20