

Condensed Title:

A resolution of the Mayor and the City Commission of the City of Miami Beach, Florida, approving and authorizing the mayor and city clerk to execute a professional services agreement with Emily Aus to provide television production services, on an as needed basis, to research, write and perform television programs in various formats for MBTV77, in the not to exceed amount of \$51,000 commencing retroactively on October 1, 2008, and ending on September 30, 2009, with an option to renew the agreement, at the City Manager's sole discretion, for one additional year.

Key Intended Outcome Supported:

Enhance external and internal communications from and within the City.
Supporting Data (Surveys, Environmental Scan, etc.): 67% of residents surveyed (2007) felt the amount of information they received from MBTV 77 was the right amount.

Issue:

Shall the City support the approval of the agreement?

Item Summary/Recommendation:

The Administration recommends approving a professional services agreement with Emily Aus to provide television production services, on an as needed basis, to research, write and perform television programs in various formats for MBTV77, in the not to exceed amount of \$51,000 commencing retroactively on October 1, 2008, and ending on September 30, 2009, with an option to renew the agreement, at the City Manager's sole discretion, for one additional year.

As part of the budget efficiencies approved for FY08/09, two full-time media assistant positions were eliminated from the Office budget. These two positions were responsible for developing and producing all original programming and public service announcements for airing on MBTV 77. As an alternative, it was recommended that these activities be contracted with media professionals, resulting in savings. We have used professional services agreements for these types of services in the past to address vacancies. Earlier this year, the City executed a Professional Services Agreement with Emily Aus, a freelance reporter/producer. Aus was selected from respondents to a City ad in Monster.com, as well as other industry sites. Aus' background and qualifications have been essential in the production of the City's various original programs (CityVision, Women Worth Knowing, Playground Review, etc.), and numerous public service announcements.


Television programs to be researched, written, conceptualized and performed include, but are not limited to long and short-formatted video programs. Each program will be produced to meet specific citywide needs and linked to the City's Strategic Plan.

Pursuant to Section 287.057 of the Florida Statutes, the aforementioned services are exempt from competitive bidding requirements. In light of above satisfactory performance evaluations of Aus' work since February 2008, it is recommended that a Professional Services Agreement be executed with Emily Aus.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:		Amount	Account
 OBPI	1	\$51,000.00	FY 2008/09 General Fund – Office of Communications Account # 011.0350.000312
	Total	\$51,000.00	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Hilda Fernandez, Assistant City Manager and Communications Director

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 7, 2008

SUBJECT: **A RESOLUTION OF THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH EMILY AUS TO PROVIDE TELEVISION PRODUCTION SERVICES, ON AN AS NEEDED BASIS, TO RESEARCH, WRITE AND PERFORM TELEVISION PROGRAMS IN VARIOUS FORMATS FOR MBTV-77, IN THE NOT TO EXCEED AMOUNT OF \$51,000 COMMENCING RETROACTIVELY ON OCTOBER 1, 2008, AND ENDING ON SEPTEMBER 30, 2009, WITH AN OPTION TO RENEW THE AGREEMENT, AT THE CITY MANAGER'S SOLE DISCRETION, FOR ONE ADDITIONAL YEAR.**

ADMINISTRATION RECOMMENDATION

Adopt the resolution.

FUNDING

Funding for MBTV professional services is available in the FY 2008/09 General Fund - Office of Communications - Account #011.0350.000312.

ANALYSIS

The Office of Communications produces several original television programs and public service announcements in various formats to achieve measurable results responsive to community needs of improving communications between Miami Beach City government and its public. These programs are currently seen on Atlantic Broadband Channel 77 and on the City's website at www.miamibeachfl.gov.

A vital effort of the office is to enhance internal and external communications from and within the City in a manner that clearly and easily provides viewers with information on services, policies and initiatives of the City. Programming produced is both live and taped. This programming is developed by trained media professionals called "media assistants." The media assistants are the producers responsible for, among other things, conceptualizing story ideas, scheduling interviews, developing shot lists, participating in the shooting of the video for the stories, writing scripts, providing on-air talent and supervising editing.

Producing original television programs is part of the City's efforts to enhance communications between the city government and its public. During the FY08/09 budget process, approved by the Miami Beach City Commission, funding for media assistants was transferred from full-time staff positions, to services to be funded through professional

PROFESSIONAL SERVICES AGREEMENT TO PROVIDE TV PRODUCTION SERVICES

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services agreements.

Following vacancies in the media assistant positions, and in anticipation of the proposed reduction of the two media assistant positions from the Office's table of organization, the Office advertised and contracted, via short term professional services agreements, media professionals to fulfill the role of the vacant media assistant positions. These professionals were selected following a review of their qualifications in response to City ads in Monster.com and other industry sites.

From February 2008 to the present, the City has used the creative services of media producer Emily Aus to develop television programs and public service announcements for the City of Miami Beach. Aus has produced and delivered the following programs: "CityVision," "Women Worth Knowing," "Playground Review," and various public services announcements (eg, Residents with Perks, Citizen's Police Academy, Dog Rules, Affordable Housing Applications).

Emily Aus produces both long- and short-format programs, and other related assignments including, but not limited to, researching and writing scripts/stories, conducting TV interviews, performing on-camera and working with videographer/editor to complete editing process to produce and deliver to City a completed television news-type materials in a workmanlike manner. Aus' work product has been excellent, providing the City with professional production quality. A copy of Aus' resume is attached (note: Aus' professional last name is Oz)

Consistent with the City's employment policies and procedures, Emily Aus had passed background and fingerprinting analysis.

Pursuant to Section 287.057 of the Florida Statutes, the aforementioned services are exempt from competitive bidding requirements. The administration recommends Commission approval of a Professional Services Agreement with Emily Aus.

SCOPE OF SERVICES

The proposed Professional Services Agreement requires the following:

- Provide television writing and production services to the Office of Communications. Such work resulting from these services is the property of the City of Miami Beach.
- Assist in writing, producing and post-producing television/video stories, public service announcements, both long- and short-format programs, and other related assignments including, but not limited to, researching and writing scripts/stories, conducting TV interviews, performing on-camera and working with videographer/editor to complete editing process to produce and deliver to City completed television news-type materials in a workmanlike manner.
- The television work is to be delivered edited and ready for scheduling to City of Miami Beach staff in a timely manner as determined by the supervisor and/or department director. Production services are usually performed during weekdays; however, weekend and nights may be necessary, depending on the needs of the department and/or project.

PROFESSIONAL SERVICES AGREEMENT TO PROVIDE TV PRODUCTION SERVICES

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CONCLUSION

The Administration recommends approving a professional services agreement with Emily Aus to provide television production services, on an as needed basis, to research, write and perform television programs in various formats for MBTV77, in the not to exceed amount of \$51,000 commencing retroactively on October 1, 2008, and ending on September 30, 2009, with an option to renew the agreement, at the City Manager's sole discretion, for one additional year.

JMG/HF/NR

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH EMILY AUS TO PROVIDE TELEVISION PRODUCTION SERVICES, ON AN AS NEEDED BASIS, TO RESEARCH, WRITE AND PERFORM TELEVISION PROGRAMS IN VARIOUS FORMATS FOR MBTV-77, IN THE AMOUNT OF \$51,000 COMMENCING RETROACTIVELY ON OCTOBER 1, 2008, AND ENDING ON SEPTEMBER 30, 2009, WITH AN OPTION TO RENEW THE AGREEMENT, AT THE CITY MANAGER'S SOLE DISCRETION, FOR ONE ADDITIONAL YEAR.

WHEREAS, it is one of the City's key intended outcomes to enhance communications from and within the city; and

WHEREAS, the Office of Communications produces original television programs that provide the Miami Beach public important information that supports the achievement of Citywide goals; and

WHEREAS, the Administration recommends entering into a professional services agreement with Emily Aus to provide television production services that include, but are not limited to, researching, writing, producing, conducting interviews, performing on camera, and post-producing television/video stories, public service announcements, and other long- and short-formatted pieces for the City; and

WHEREAS, funding for the services contemplated in the attached Agreement was appropriated in the Fiscal Year 2008/2009 Office of Communications budget, in an amount estimated at \$51,000 for the purpose of providing Citywide television production services for MBTV-77.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve and authorize the Mayor and City Clerk to execute a Professional Services Agreement with Emily Aus to provide television production services to research, write and perform television programs in various formats, on an as needed basis (as shall be determined by the City Administration), in the amount of \$51,000 commencing retroactively on October 1, 2008, and ending on September 30, 2009, with an option to renew the agreement, at the City Manager's sole discretion, for one additional year.

PASSED and ADOPTED this 7th day of October 2008.

ATTEST:

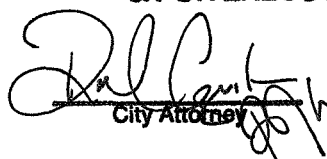
CITY CLERK

JMG/HF/NR

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MAYOR

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney 9-30-08
Date

Emily Oz

830 N. Victoria Park Rd.
Fort Lauderdale, FL 33304
EmilyElaineOz@Gmail.com
(954) 200-9460

Relevant Skills

Host

- Enthusiastic on-air presence
- Clear and concise speaker & communicator

Producer & Reporter

- Easy interviewing style
- Accurate writer & storyteller
- Ability to juggle several detailed projects at once
- Understands strict production deadlines
- Capable of stacking an informative yet entertaining show

Employment History

- | | | |
|-----------------------|---------------------------------------|-------------------------------------|
| • Feb. 2008-current | <i>Producer/Host</i> | “CityVision” Miami Beach, FL |
| • Dec. 2007-current | <i>Reporter</i> | ZooToo.Com |
| • Aug. 2005-Dec. 2007 | <i>Anchor/Reporter</i> | WDAY-TV Fargo, ND |
| • June 2004-Aug. 2005 | <i>Anchor/Reporter/Photographer</i> | KSAX-TV Alexandria, MN |
| • May 2003-May 2004 | <i>Reporter</i> | WDIO-TV Duluth, MN |
| • May 2002-April 2003 | <i>Intern & Dispatch Operator</i> | KSTP-TV Minneapolis, MN |

Education

- University of Minnesota, Minneapolis May 2003
- Bachelor of Arts, School of Journalism & Mass Communication

Hosting & Related Honors

- Co-host of Minnesota Broadcasters Association Hall of Fame Induction Ceremony, 2006
- Co-host of Minnesota National Guard ESGR Awards Dinner, 2005 & 2006 & 2007
- Co-host of Minneapolis Aquatennial “Queen of the Lakes” Coronation, 2006
- Host of Miss Granite Falls Coronation, 2004 & 2005 & 2007
- MBA Media Best Award: Potpourri Category, 2004
- MBA Media Best Award: Investigative Reporting, 2004