

X INFORMATION

TAB SECTION: 4

___ ACTION REQUIRED

DATE OF MEETING: 04/28/10

PREPARED BY: Best

DATE MATERIAL PREPARED: 04/31/10

AGENDA ITEM: Presentation from Crossings, a media outreach program

ENCLOSURES: None

OTHER MATERIAL RELATED TO ITEM:

Issue:

The CLCC Charter states the CLCC will invite specific cultural and ethnic communities to CLCC meetings to discuss their perspective and participation. The CLCC will collect and discuss issues and determine which issues should be presented to the MHSOAC.

Crossings TV is the only multicultural television station serving the growing Chinese, Slavic, Filipino, Vietnamese, Hmong, Thai, Laotian, Cambodian and South Asian communities of the greater Central Valley of California, reaching Sacramento, Stockton, Fresno, Hanford, Merced, Modesto and Chico. These communities comprise over 850,000 people in the region.

Crossings TV Multi-Platform Marketing Campaign including production & translation, commercial advertisement, multicultural booths and festivals, product placement, in-show interview segments, programming highlight show, online content and marketing, radio directory, print materials, podcasts, social media and focus group.”