



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager
From: Brenda Cooper, Chief Information Officer
Date: May 24th, 2012
Subject: Best of the Northwest Award of Excellence in Community Media

RECOMMENDATION

Council congratulates the Youth Council, Regula Schubiger from the Parks Department, and Mike Connor from the Information Technology department for creation of the award-winning video, *We've Got Issues – Distracted Driving*.

BACKGROUND DISCUSSION

The Alliance for Community Media Northwest Region presented the Kirkland Youth Council the Best of the Northwest Award of Excellence in the "Produced by Youth" category in the spring of 2012. The call for entries went out to public, educational and government access channels along with schools from across the NW, Alaska and parts of Canada.

The video was a cautionary tale on the dangers of driving while distracted and how to avoid it. The production used dramatic reenactment along with candid camera and statistical data to prove this point. It was a collaborative process from script writing to shooting to editing spanning the 2010-2011 school year. The video was finished and first shown in fall of 2011. Over 20 Youth Council members wrote, directed, acted, composed music for and assisted in editing the video. The video is available on the City of Kirkland website and on YouTube:

- YouTube Link: <http://youtu.be/aUIp2eLaSgA>
- City of Kirkland Link: http://kirkland.granicus.com/MediaPlayer.php?view_id=13&clip_id=2264

The Alliance for Community Media's mission is to promote civic engagement through community media. Founded in 1976, the Alliance represents over 3,000 public, educational and governmental (PEG) access organizations and community media centers throughout the country. The ACM works to protect the interests of these access centers and those who use PEG facilities and equipment to advance their causes through cable television and the internet.

Please congratulate all of the staff from the City of Kirkland and the many students who worked on this outstanding video production.