

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2

DATE: August 23, 2011

SUBJECT: Receive a preview by Joanne Neft of the PBS television show *America's Heartland* with a segment celebrating Placer County Agriculture scheduled to air on KVIE Channel 6 on September 14, 2011 at 7:30 p.m.

ACTION REQUESTED

Receive a preview by Joanne Neft of the PBS television show *America's Heartland* with a segment celebrating Placer County Agriculture scheduled to air on KVIE Channel 6 on September 14, 2011 at 7:30 p.m.

BACKGROUND

America's Heartland celebrates and profiles the people, places and processes of American agriculture. The program's stories help non-farm viewers understand where and how their food, fuel and fiber are produced.

Last September, Rob Stewart, host of KVIE's *Rob on the Road* and PBS' *America's Heartland*, visited the Foothill Farmers' Market in Auburn. Rob and his camera crew spent the morning following local author and agriculture advocate Joanne Neft and chef Laura Kenny through the market as they decided what to prepare for a 100% PlacerGROWN meal they were hosting that evening. The camera crew filmed the meal preparation, interviewed Joanne and Laura, and filmed the eight guests as they arrived and shared a totally Placer County grown meal family style.

Mark your calendars! Local television station KVIE Channel 6 will broadcast this show on September 14, 2011 at 7:30 p.m. The show will also be televised on over 360 national networks, as well as in Great Britain, New Zealand and Australia, beginning the week of September 11, 2011. With the PBS audience of approximately 120 million viewers per week, this series' segment will provide valuable exposure for Placer County and help promote awareness of the abundant availability of "Farm to Table" selections from the various local farmers and growers.

FISCAL IMPACT

None.

