



**NEWS from the Shelby County Mayor's Office  
of Innovation & Performance Analysis**

***Lee Harris, Mayor***

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**FOR IMMEDIATE RELEASE**

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**SHELBY COUNTY MAYOR'S OFFICE OF INNOVATION PRODUCES COUNTY'S  
FIRST DIGITAL VIDEO SERIES IN EFFORT TO "SIMPLIFY GOVERNMENT"**

***The pilot episode features Mayor Lee Harris, former County Commissioner Tami Sawyer, and  
an informative segment about the proposed Regional One Health investment.***

**Shelby County, TN** – Today, Shelby County Government released its pilot episode of ONE TV, a 20-minute digital video series to educate residents about important Shelby County Government services and to highlight policy decisions that could impact local families. Residents can view the pilot episode at [www.ournextera.TV](http://www.ournextera.TV).

The twice-monthly program, produced by Mayor Lee Harris' Office of Innovation and Forever Ready Productions, is a response to Harris' "Our Next Era" Community Empowerment subcommittee's proposal that the Harris Administration "simplify government." The group suggested the County use digital platforms to connect with hard-to-reach audiences. The group of community volunteers convened last Fall to deliver policy recommendations to guide Mayor Lee Harris' second term in office.

ONE TV, a nod to the Administration's focus on Our Next Era, will provide behind-the-curtain information about government departments in a series of bite-sized videos online. Each episode

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will also feature a ShelbyCares health tip, presented by former Shelby County Commissioner Tami Sawyer.

The ONE TV pilot also includes a “Topic of Day” segment with Mayor Lee Harris and test episode host Lauren Ready. They discuss Mayor Harris’ proposal to invest in a new Regional One Health.

Future episodes will be posted at [www.ournextera.tv](http://www.ournextera.tv) with clips shared on Facebook, Twitter, and Instagram.

**Tami Sawyer, new Healthcare Equity Fellow in the Shelby County Office of Innovation:** “I’m honored to return to local government in such a new and different way that aligns with my personal commitments to health, equity, and community engagement. Having a platform like ONE TV revolutionizes our ability to reach every corner of Shelby County with messages that can potentially save a life. I look forward to playing a continued role in supporting the County’s first digital video series while also championing a healthier Shelby County for everyone.

**Anna Mullins Ellis, President & CEO of New Memphis Institute:** “The Our Next Era Community Empowerment sub-committee is pleased to see this idea brought to life. This is exactly the spirit of our recommendation. As a community, we’ll all benefit when our residents are better connected to the services of our local governments. This is a magnificent step in the right direction.”

**Lauren Ready, Owner & Principal Storyteller at Forever Ready Productions:** “As a company that values service and collaboration, we support helping Mayor Harris bring more information to Shelby County and believe a better-informed community helps us all contribute to the growth and change we need.”

(End of Release)