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OFFICE OF GOVERNOR RONNIE MUSGROVE  
INTEROFFICE MEMORANDUM

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**TO:** SIMMONS  
**FROM:** RILEY  
**SUBJECT:** REVIEW OF NEW PARENT PRODUCTIONS "BABY'S FIRST MONTHS" MATERIALS  
**DATE** 10/5/00  
**CC:** FILE

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*These materials duplicate a new ETV program for new parents.*

I have reviewed the materials forwarded to us by New Parent Productions. The materials include a video and guidebook for new parents entitled "Baby's First Months: What Do We Do Now?" The March of Dimes has endorsed the program. The materials appear to be very straight-forward and comprehensive as to the "baby matters" discussed. However, the state would have to fund the distribution of the materials, either with state appropriations or private sponsors.

The materials duplicate those of ETV's new series entitled "Right from Birth." This 12-part series is scheduled to begin airing twice a week on December 1. The series will cover topics related to the first months of a baby's life. The series will be marketed across the state to new parents.

I will place the New Parent Productions materials in our files.