



**CITY of CALABASAS**

**COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT**

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**DATE: JANUARY 11, 2021**

**TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION**

**FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR**

**BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR**

**SUBJECT: CTV PROGRAMMING REPORT**

**MEETING**

**DATE: JANUARY 19, 2021**

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**BACKGROUND:**

Following is a list of CTV productions for August 2020 – January 2021

NEW SHOWS

LVUSD Board Meetings (2<sup>nd</sup> & 4<sup>th</sup> Tuesdays)  
PSA – CDC “Wear a Mask”  
Calabasas Profiles: Rita Stout – Lawn Decorations  
PSA – “Wear a Mask in Calabasas, it’s the Law”  
PSA – CDC “Managing Anxiety and Stress”  
PSA x2 - LVUSD “Distance Learning and Tips for Success” – Clara Finneran  
PSA - LVUSD “Finding a Routine & Readiness to Learn” – Steve Scifres  
PSA - LVUSD “Social Connections for Kids” – Steve Scifres  
PSA – 2020 Census Takers  
PSA – CDC “Social Distancing and Masks”  
CTV Special – Salon Nuvo outdoor operations in Calabasas  
CTV Special – Dog Park at Wild Walnut Park  
Mayor’s State of the City Address, Roll-in Video (taped Sept. 3<sup>rd</sup>)  
Mayor’s State of the City Address – Live Event (Sept. 14<sup>th</sup>)  
PSA – Vote in Calabasas!  
CTV Special – King’s Fish House outdoor dining in Calabasas  
Calabasas Young Voters Forum – Election 2020 (Sept. 15<sup>th</sup>)  
Calabasas Candidates Forum – Election 2020 (Sept. 29<sup>th</sup>)

PSA – Calabasas Library #1 – Barbara Lockwood  
PSA – Calabasas Library #2 – Shanta Williams  
PSA – Calabasas Library #3 – Jill Nevins  
LVUSD Candidates Forum – Election 2020 (Oct. 13<sup>th</sup>)  
PSA - LVUSD “Community360.me” #1 – Mona White  
PSA - LVUSD “Community360.me” #2 – Marianne Pall  
PSA – CDC “Flu Shots”  
PSA – “Wear a Mask at Calabasas City Parks”  
CTV Special – “Early Voting at the AHCCC”  
CTV Special - Halloween Event Recap Show  
CTV Special – Dig Cycle outdoor operations in Calabasas (Oct. 24<sup>th</sup>)  
PSA - LVUSD “Welcome Back Students” – Clara Finneran  
PSA – “Wear a Mask Calabasas”  
Commemorative Video for Retiring Councilmember Fred Gaines  
Recognition Video for Retiring Councilmember Fred Gaines  
Recognition Video for Outgoing Mayor Alicia Weintraub  
Council Election Winners and New Mayor/proTem Swearing-in Videos  
CTV Special – COVID Testing Center at AHCCC (Dec. 12<sup>th</sup>)  
PSA – Holiday Family COVID Safety Tips

#### PRODUCTIONS

LVUSD Board Meetings (2<sup>nd</sup> & 4<sup>th</sup> Tuesdays)  
Calabasas Profiles: Rita Stout – Lawn Decorations  
LVUSD Administration Interviews  
Calabasas Library Information PSAs  
CTV Special – Dog Park at Wild Walnut Park (Sept. 4<sup>th</sup>)  
Mayor’s State of the City Address (Sept. 14<sup>th</sup>)  
Halloween Event at Civic Center (Oct. 31<sup>st</sup>)  
Calabasas Candidates Forum – Election 2020 (Sept. 29<sup>th</sup>)  
Outdoor Operations of Calabasas Businesses (Salon, Food, Exercise)  
CTV Special – “Early Voting at the AHCCC”  
CTV Special – COVID Testing Center at AHCCC (Dec. 12<sup>th</sup>)

#### UPCOMING

##### **COVID-19 Information for Calabasas residents**

LVUSD Board Meetings (2<sup>nd</sup> & 4<sup>th</sup> Tuesday)  
City Facilities Updates  
Zoom Council & Commission Meetings  
Virtual Calabasas Event Coverage  
PSA – City of Calabasas information  
Vaccine Information - Interview of Calabasas Doctors  
CTV Special – Coverage of Calabasas News

PROMOTED EVENTS

**COVID-19 Precautions – Website, CTV Billboard, Social Media, e.News**

City Council On-line Meeting & Workshops - *Website, CTV, Social Media*

Elections Vote Campaign - *Website, CTV Billboard, Social Media, e.News*

Mayor’s State of The City Address - *Website, CTV, Social Media, e.News*

Mayor’s Letter to the Community - *Website, Social Media*

Tennis & Swim Center Updates - *Website, CTV Billboard, Social Media*

Library Virtual Events – *e.News, Website, CTV Billboard, Social Media*

Calabasas Senior Center Virtual Events- *Website, CTV Billboard, Social Media, e.News*

AHCCC Updates - *Website, CTV Billboard, Social Media*

Electronic Waste Collection Updates - *e.News, Website, CTV Billboard, Social Media*

Used Oil & Paint Collection Updates - *e.News, Website, Billboard, Social Media*

JANUARY MEETINGS (via Zoom)

January 4<sup>th</sup> @ 6:30 p.m. – Library Commission

January 12<sup>th</sup> @ 6:00 p.m. – LVUSD meeting (taped for later replay)

January 13<sup>th</sup> @ 7:00 p.m. – City Council Meeting

January 19<sup>th</sup> @ 5:00 p.m. – Communications & Technology Commission

January 21<sup>st</sup> @ 6:00 p.m. – Planning Commission

January 25<sup>th</sup> @ 4:00 p.m. – Public Safety Commission

January 26<sup>th</sup> @ 6:00 p.m. – LVUSD meeting (taped for later replay)

January 26<sup>th</sup> @ 7:00 p.m. – Traffic & Transportation Commission

January 27<sup>th</sup> @ 7:00 p.m. – City Council Meeting

**REQUESTED ACTION:**

This is an informational item. No action needs to be taken at this time.