



CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: FEBRUARY 17, 2021
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: FEBRUARY 25, 2021

BACKGROUND:

Following is a list of CTV productions for January - February 2021

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV PSA – COVID-19 safety tips
CTV PSA – Calabasas Library February Black History Month (Jan. 27th)
CTV Special – COVID-19 Vaccine Tips w/ Calabasas Pharmacy
CTV PSA – Calabasas Resident Dr. McGregor “Mask up”
CDC PSA – Dr. Jill Biden “Wear a Mask when Walking your Dogs”
CTV Special - Calabasas Resident Dr. McGregor – “Vaccine Information”
CTV PSA – COVID-19 Vaccine w/ Courtyard Pharmacy

PRODUCTIONS

LVUSD Board Meetings (2nd & 4th Tuesdays)
Calabasas Library February PSA updates (Jan. Feb. 18th)
Interview Calabasas Pharmacy (Jan. 15th)
Interview w/ Calabasas Resident Dr. McGregor (Jan. 22nd)
Interview w/ Courtyard Pharmacy (Feb. 4th)
Photos of Carl Gibbs Environmental Award winner (Feb. 8th)
Brown Act/Ethics Training via Zoom (Feb. 8th)

Mayor's Youth Council Meeting via Zoom (Feb. 9th)
Calabasas Library PSA shoots (Feb. 18th)

UPCOMING

COVID-19 Information for Calabasas residents

LVUSD Board Meetings (2nd & 4th Tuesday)
City Facilities Updates
Zoom Council & Commission Meetings
Virtual Calabasas Event Coverage
PSA – City of Calabasas information
CTV Special – Coverage of Calabasas News
Calabasas Library Informational PSAs
Viewpoint School “Love Rocks Pop-up Garden” at de Anza Park
LVUSD Administration Interviews – School Openings
Vaccine Information - Interview of Calabasas resident Doctors

PROMOTED EVENTS

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

City Council/Commissions On-line Meetings & Workshops- *Website, CTV, Social Media*
Calabasas Housing Elements - *Website, CTV Billboard, Social Media, e.News*
Calabasas Feb. Essay Contest - *Website, CTV, Social Media, e.News*
Mayor's Letter to the Community - *Website, Social Media, Emails*
Tennis & Swim Center Updates - *Website, CTV Billboard, Social Media*
Library Virtual Events/News – *e.News, Website, CTV Billboard, Social Media*
Calabasas Senior Center News/Events- *Website, CTV Billboard, Social Media, e.News*

FEBRUARY MEETINGS (via Zoom)

February 2nd @ 7:00 p.m. – Environmental Commission
February 4th @ 6:00 p.m. – Planning Commission
February 8th @ 6:00 p.m. – Brown Act/Ethics Training (recorded for posting)
February 9th @ 6:00 p.m. – Mayor's Youth Council (recorded via Zoom, not live)
February 9th @ 6:00 p.m. – LVUSD meeting (taped for later replay)
February 10th @ 7:00 p.m. – City Council Meeting
February 18th @ 6:00 p.m. – Planning Commission
February 23rd @ 6:00 p.m. – LVUSD meeting (taped for later replay)
February 24th @ 7:00 p.m. – City Council Meeting
February 25th @ 5:00 p.m. – Communications & Technology Commission

REQUESTED ACTION:

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