



CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: APRIL 12, 2021
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: APRIL 20, 2021

BACKGROUND:

Following is a list of CTV productions for March - April 2021

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV PSA – Mask in Trash “Dump that Dirty Mask”
CTV PSA – Calabasas Librarian Barbara Lockwood Spring Online Programs
CTV PSA – Calabasas Library Ms. Jill March WHM Books
Ad Council PSA – “Vaccines”
PSA – Women’s History Month Heritage
CTV Special - “Love Rocks Pop-up Garden” at de Anza Park
CDC PSA – Former Presidents Vaccine Info
CTV Special – LVUSD Update w/ Superintendent Dr. Stepenosky
PSA – Children Oral Health Care
CTV PSA – “Stay the Course – Wear a Mask”

PRODUCTIONS

30th Anniversary Mayor Meeting via Zoom (Mar. 3rd)
LVUSD Superintendent Dr. Stepenosky Interview (Mar. 10th)
Mayor’s Youth Council Meeting via Zoom (Mar. 17th)
Yoga w/ Jenny Kloser @ de Anza Park (April 5th)
Calabasas Library Opening PSA (April 6th)

UPCOMING

COVID-19 Information for Calabasas residents

City Facilities Updates

Zoom Council & Commission Meetings

Calabasas Library Informational PSAs

PSA – City of Calabasas information

CTV Special – Coverage of Calabasas News

LVUSD Administration updates

Vaccine Information - Interview of Calabasas resident Doctors

CTV Special – Interview Calabasas Resident B. Yasherel, M.D. re: Vaccines (April 14th)

Covid-19 Vaccination Center – AHCCC (April 16th)

Arbor Day (April 24th)

Creek Clean-up (April 25th)

PROMOTED EVENTS

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

City Council/Commissions On-line Meetings & Workshops- *Website, CTV, Social Media*

Calabasas Special Speaker Series - *Website, CTV Billboard, Social Media, e.News*

Calabasas 30th Anniversary - *Website, CTV, Social Media, e.News*

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

Hop & Go Bunny Trail - *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*

APRIL MEETINGS (via Zoom)

April 5th @ 6:30 p.m. – Library Commission

April 12th @ 5:30 p.m. – Parks, Rec. & Education Commission

April 14th @ 7:00 p.m. – City Council Meeting

April 15th @ 6:00 p.m. – Planning Commission

April 19th @ 6:00 p.m. – Mayor’s Youth Council Meeting

April 20th @ 5:00 p.m. – Communications & Technology Commission

April 20th @ 6:00 p.m. – LVUSD meeting (footage for replay)

April 21st @ 6:00 p.m. – Planning Commission

April 26th @ 4:00 p.m. – Public Safety Commission

April 27th @ 6:00 p.m. – Traffic & Transportation Commission

April 28th @ 7:00 p.m. – City Council Meeting

REQUESTED ACTION:

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