



*CITY of CALABASAS*

**COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT**

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**DATE:** OCTOBER 13, 2021  
**TO:** COMMUNICATIONS AND TECHNOLOGY COMMISSION  
**FROM:** MICHAEL RUSSO, COMMUNICATIONS DIRECTOR  
**BY:** ARVIN PETROS, COMMUNICATIONS SUPERVISOR  
**SUBJECT:** CTV PROGRAMMING REPORT

**MEETING**

**DATE:** OCTOBER 19, 2021

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**BACKGROUND:**

Following is a list of CTV productions for April – October 2021

NEW SHOWS

LVUSD Board Meetings (2<sup>nd</sup> & 4<sup>th</sup> Tuesdays)  
CDC PSA - 'Be there. This is your shot - COVID Vaccine' - Morgan Freedman  
CTV PSA - Calabasas Library Re-opening w/ M. Russo  
CDC PSA - 'What to expect at your COVID-19 vaccination appointment'  
CTV PSA - Dr. Ben Yasharel 'COVID-19 Vaccine Facts'  
Yoga for Seniors 'Tone & Balance' with Jenny K.  
Therapeutic Yoga for Seniors with Jenny K.  
CTV PSA - Dr. Ben Yasharel 'COVID-19 Vaccine Facts' #2  
CTV Special - Arbor Day 2021  
CTV Special - Las Virgenes Creek Clean-up 2021  
CTV Special - COVID-19 Vaccine Shots #2 at AHCCC  
CTV PSA - 'Opening up Anxieties, Get Help' Haydeh Fakhrabadi #4  
CTV Special - Fire Grant Money, Stern Press Conference  
CDC PSA - 'What to expect after getting a COVID-19 vaccine'  
CTV PSA - 'Vaccinated Teen - Chloe'  
CTV PSA - 'Vaccinated Employee - Vivian'

CTV PSA - 'Download the Calabasas Library App'  
CTV Special - Senior Center 5th Anniversary and Re-Opening  
CTV PSA - 'Opening up Anxieties, Get Help' Haydeh Fakhrabadi #5  
CTV Special - 4th of July Recap 2021  
CTV PSA - 'Vaccinated Employee - Shanta'  
CTV PSA - 'Vaccinated Employee - Hali'  
CTV Special - Sunsets Concert – Stone Soul 2021  
CTV Special - COVID Vaccine Clinic LA County  
CTV PSA - 'Vaccinated Employee - Mckaelee'  
CTV PSA - Dr. Dan S. 'LVUSD 21-22 opening update'  
CTV Special - Mayor James Bozajian League of CA Cities  
CTV PSA - Crosswalk Safety, School Zone  
CTV PSA - 'Vaccinated Teen - Zachary' / 2nd Vaccine Clinic  
CTV Special - Rondell Park & Ride/EV Charging Station Ribbon Cutting  
CTV PSA - Courtyard Pharmacy Greta Goldshtein – Wear a Mask  
CTV PSA - Courtyard Pharmacy Greta Goldshtein – Two Types of tests  
CTV PSA - LVUSD Counseling Center - Mona White  
CTV PSA - Calabasas Pumpkin Festival 2021 PSA  
CTV Special - State of the City Address 2021 - Bozajian

#### PRODUCTIONS

Yoga w/ Jenny Kloser @ de Anza Park (April 5<sup>th</sup>)  
Calabasas Library Opening PSA (April 6<sup>th</sup>)  
Arbor Day, Tree Planting (April 24<sup>th</sup>)  
Creek Clean-up (April 25<sup>th</sup>)  
Vaccine Center at AHCCC (May 7<sup>th</sup>)  
Fire Press Conference (May 14<sup>th</sup>)  
LA County Mental Health Psychologist (May 10<sup>th</sup>)  
Teen Vaccine (June 8<sup>th</sup>)  
City Staff Vaccine (June 9<sup>th</sup>)  
Senior Center 5<sup>th</sup> Anniversary (June 25<sup>th</sup>)  
Teen Vaccine #2 (July 1<sup>st</sup>)  
4th of July Hometown Celebration (July 4<sup>th</sup>)  
Library Staff Vaccine (July 8<sup>th</sup>)  
SunSets Concert (July 16<sup>th</sup>, Aug 8<sup>th</sup> & 29<sup>th</sup>)  
2<sup>nd</sup> Shot Vaccine Clinic (July 22<sup>nd</sup>)  
T&SC Staff Vaccine (July 28<sup>th</sup>)  
LVUSD Superintendent Dr. Stepenosky Back-to-School (Aug. 4th)  
League of CA Cities, (Aug. 5th)  
Rondell Park & Ride Ribbon Cutting (Aug. 27<sup>th</sup>)  
Cambria Hotel Construction (Sept. 8<sup>th</sup>)  
Courtyard Pharmacy – COVID Update PSAs (Sept. 17<sup>th</sup>)  
Mayor's State of the City Address (Oct. 6th)

Mayor's Youth Council Environmental Movie Night (Oct. 7<sup>th</sup>)

### UPCOMING

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

City Facilities Updates

Zoom Council & Commission Meetings (Possible Hybrid Options)

Calabasas Library Information

PSA – City of Calabasas information

Coverage of Calabasas News Events

LVUSD updates

COVID Information

Booster Vaccination Clinic – Founders Hall (Oct. 23<sup>rd</sup>)

### PROMOTED EVENTS

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

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

SunSets Concert Series - *Website, CTV Billboard, Social Media, e.News*

Calabasas Pumpkin Festival - *Website, CTV, Social Media, e.News*

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

State of the City Address - *Website, CTV Billboard, Social Media, e.News*

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

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

### OCTOBER MEETINGS (via Zoom)

Oct. 7<sup>th</sup> @ 7:00 p.m. – Planning Commission

Oct. 11<sup>th</sup> @ 6:30 p.m. – Library Commission

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

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

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

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

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

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

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

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

### AWARDS

At the 24<sup>th</sup> Annual STAR Awards, The SCAN NATOA Government Programming Awards <http://www.scannatoa.org>

- 1<sup>st</sup> Place, Best Use of Animation/Motion Graphics – “Wear a Mask PSA”

- 1<sup>st</sup> Place, Best City Services Information Video – “Your Tax Money and the City of Calabasas”
- 2<sup>nd</sup> Place, Overall Excellence – “CTV – The Calabasas Channel”

At the 2021 Annual Government Programming Awards of the National Association of Telecommunications Officers and Advisors (NATOA), CTV received the following awards: <http://www.natoa.org>

- 1<sup>st</sup> place, COVID PSA - “Wear a Mask PSA”
- 1<sup>st</sup> place, Use of Social Media – City of Calabasas (tied with City of Seattle)
- Award of Distinction - Overall Excellence in Government Programming: “CTV – The Calabasas Channel”
- Award of Distinction – “Calabasas Profiles: Jeremy Reitman”
- Award of Distinction – “A Day at the Park during COVID” PSA

**REQUESTED ACTION:**

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