



CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: JANUARY 11, 2022
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: JANUARY 18, 2022

BACKGROUND:

Following is a list of CTV productions for December 2021 – January 2022

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV PSA - Tree Trimming w/ Public Works
CTV PSA - Sheriff Safety Tip: Home Away During Holidays – Deputy De Matteo
CTV PSA - Sheriff Safety Tip: Reduce Vehicle Burglaries – Deputy De Matteo
CDC - PSA - How To Use a Self-Test

PRODUCTIONS

Mayor Bozajian Valley Economic Alliance Video shoot (Nov. 30th)
Sheriff Safety Tips – Deputy De Matteo (Dec. 8th)
Pharmacist – Brenda Johnson PSA re: Boosters (Jan. 11th)

UPCOMING

COVID-19 Information for Calabasas residents
City Facilities Updates

Zoom City Council Meetings
Zoom Commission Meetings
Library Information
PSA – City of Calabasas information
Coverage of Calabasas News Events
LVUSD updates
Senior Center Information
Drive-thru COVID Testing Clinic
Waste Management interview re: new SB 1383 recycling food waste

PROMOTED EVENTS

COVID-19 Vaccine Information – *Website, CTV, Social Media, e.News*
City Council/Commissions On-line Virtual Meetings - *Website, CTV, Social Media*
Mayor’s Letter to the Community - *Website, Social Media, Emails*
Winter New Rec Brochure - *Website, Social Media, e.News Comm*
Holiday Safety Tips - *Website, CTV, Social Media, e.News*
Redistricting Information - *Website, Social Media, e.News*
Drive-thru Vaccine Clinic - *Website, CTV Billboard, Social Media, e.News*
Library Virtual Events/News – *e.News, Website, CTV Billboard, Social Media*
Calabasas Senior Center News- *Website, CTV Billboard, Social Media, e.News*

JANUARY MEETINGS (via Zoom)

Jan. 5th @ 6:00 p.m. – Historic Preservation Commission
Jan. 6th @ 6:00 p.m. – Planning Commission
Jan. 11th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)
Jan. 13th @ 7:00 p.m. – City Council Meeting
Jan. 18th @ 5:00 p.m. – Communications & Technology Commission
Jan. 20th @ 6:00 p.m. – Planning Commission
Jan. 24th @ 6:00 p.m. – Public Safety Commission
Jan. 25th @ 7:00 p.m. – Traffic & Transportation Commission
Jan. 26th @ 7:00 p.m. – City Council Meeting

REQUESTED ACTION:

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