




CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: FEBRUARY 8, 2022
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR 
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: FEBRUARY 15, 2022

BACKGROUND:

Following is a list of CTV productions for January – February 2022

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)

CTV PSA – Calabasas Pharmacist Brenda Johnson (Series of 4 PSAs):

“When to get a Booster Shot”

“Which Vaccine Booster Should I Take?”

“COVID Booster After Having COVID”

“COVID Booster for Immunocompromised”

CDC – PSA: Children’s Dental Health

CDC – PSA: How To Interpret Self-Test Results

CTV Special - COVID-19 Testing Drive-Thru at AHCCC

PRODUCTIONS

Pharmacist – Brenda Johnson PSA re: Boosters (Jan. 11th)

COVID Testing Drive-thru Center @ AHCCC (Feb. 3rd)

UPCOMING

COVID-19 Information for Calabasas residents

City Facilities Updates

Zoom City Council/Commission Meetings

Waste Management interview re: new SB 1383 recycling food waste

Old Town pre-renovation Archiving

City Parks Series

Library Information

PSA – City of Calabasas information

Coverage of Calabasas News Events

LVUSD updates

City Recreation Information

Arbor Day (March 12th)

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*

Black History Month - *CTV, 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*

FEBRUARY MEETINGS (via Zoom)

Feb. 1st @ 6:00 p.m. – LVUSD meeting (Recorded for replay)

Feb. 1st @ 7:00 p.m. – Environmental Commission

Feb. 7th @ 6:30 p.m. – Library Commission

Feb. 9th @ 7:00 p.m. – City Council Meeting

Feb. 10th @ 6:00 p.m. – Mayor’s Youth Council (Not Televised)

Feb. 15th @ 5:00 p.m. – Communications & Technology Commission

Feb. 15th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)

Feb. 16th @ 7:00 p.m. – City Council Special Meeting

Feb. 23rd @ 7:00 p.m. – City Council Meeting

Feb. 24th @ 5:30 p.m. – Parks, Recreation & Education Commission

Feb. 28th @ 4:00 p.m. – Public Safety Commission

REQUESTED ACTION:

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