



CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: MARCH 9, 2022
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: MARCH 15, 2022

BACKGROUND:

Following is a list of CTV productions for February - March 2022

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV Special – Calabasas Parks Series: Gates Canyon Park
CTV PSA - Calabasas, The Place to Be: Las Virgenes Creek
CTV Special - Award Winning Children's Books w/ Julia Conversano
CTV PSA - 'Lock Up Your Guns' Gun Safety
LA County PSA - VSAP Voting System
CTV PSA - Library - 'March Women's History Month' 2022
Commission Meetings opening video

PRODUCTIONS

COVID Testing Drive-thru Center @ AHCCC (Feb. 3rd)
Library 2021 Award Winning Children's Books (Feb. 16th)
Fireman Retirement Event at Station #68 (Feb. 22nd)
Old Town pre-renovation Archiving Footage (March 4th)
Mayor's Youth Council Promo (March 4th & 9th)
Library Women History Month Books (March 4th)

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

Arbor Day Celebration (March 12th)

Library Fun Fair (March 12th)

overview of Calabasas News Events

LVUSD updates

City Recreation Information

“Home Hardening” Fire Safety (March 16th)

Earth Day Celebration/Green Expo (April 16th)

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*

Spring Rec Brochure - *Website, Social Media, e.News*

Women History Month - *CTV, Social Media, e.News*

Daylight Saving Time Change - *CTV, Social Media*

Arbor Day Celebration - *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*

MARCH MEETINGS (via Zoom)

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

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

March 14th @ 6:00 p.m. – Mayor’s Youth Council (Not Televised)

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

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

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

March 30th @ 7:00 p.m. – City Council Special Meeting

REQUESTED ACTION:

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