




CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: JUNE 14, 2022
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, COMMUNICATIONS SUPERVISOR 
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: JUNE 21, 2022

BACKGROUND:

Following is a list of CTV productions for April - June 2022

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV Special – Earth Day / Green Expo 2022
CTV Special – 101 Freeway Wildlife Bridge Crossing Ground Breaking
CTV Special - City Park Series #2 'Grape Arbor Park'
CTV PSA - Courtyard Pharmacy Greta Goldshtein – 2nd Booster Info
CTV PSA - Water Conservation 'New Rules on Water Use' #1
CTV PSA - Water Conservation 'New Rules on Water Use' #2 - Lake Orville
CTV PSA - Water Conservation 'New Rules on Water Use' #3 - 1-Day Watering
LA County Sheriff Candidate Forum, April 28, 2022
CTV PSA - Fire Safety: Home Hardening #1 'Plants and Shrubs'
CTV PSA - Fire Safety: Home Hardening #2 'Eaves & Vents'
CTV PSA - Fire Safety: Home Hardening #3 'Roof and Rain Gutters'
CTV PSA - Fire Safety: Home Hardening #4 'Patios and Arbors'
CTV PSA - Fire Safety: Home Hardening #5 'Fences/Gates'
CTV Special - Young Voter Night w/ Maurer & Bozajian - June 7, 2022 Election
CTV PSA - LVMWD Water w/ Riki Clark #1 – “One Day a week sprinkler”

CTV PSA - LVMWD Water w/ Riki Clark #2 – “Watering Landscaping Times”
CTV PSA - LVMWD Water w/ Riki Clark #3 – “Water Reclamation”
CTV Special - Senior Center 6th Anniversary and Re-Opening

PRODUCTIONS

Old Town pre-renovation Archiving Footage
LVUSD Board Meetings (2nd & 4th Tuesdays)
Courtyard Pharmacy – 2nd Booster Info (April 11th)
Earth Day / Green Expo (April 16th)
101 Freeway Wildlife Bridge Crossing Ground Breaking (April 22nd)
Fire Safety: Home Hardening – Series of 7 PSAs (May 11th)
Mental Health Awareness – NAMI Presentation (May 17th)
Young Voter Night w/ Maurer & Bozajian (May 19th)
Sofia B. Ukraine Donation Drive/Fundraiser (May 23rd)
LVMWD Water Conservations – Series of 7 PSAs (May 24th)
Native Planting Education PSA shoot (May 25th)
LVMWD Flow Restrictor Demonstration on Residential Home (June 2nd)
Public Works Annual end-of-year transit appreciation luncheon (June 8th)

UPCOMING

COVID-19 Information for Calabasas residents

City Facilities Updates
Zoom City Council/Commission Meetings
Coverage of Calabasas News Events
LVUSD updates
City Parks Series
Old Town Sidewalk Replacement Project: Construction Footage
Pharmacist: Info on Toddler/Children Vaccine
LVMWD Water Conservation PSAs
4th of July Fireworks Spectacular

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*
Summer Rec Brochure - *Website, Social Media, e.News*
Old Town Construction – *Website, CTV, Social Media, e.News*
E-waste Collection - *CTV, Social Media, e.News*
4th of July Fireworks Tickets - *Website, CTV Billboard, Social Media, e.News*
Summer Parks & Rec Events - *Website, CTV Billboard, Social Media, e.News*
Library Events/News – *e.News, Website, CTV Billboard, Social Media*
Calabasas Senior Center Events/News - *Website, CTV Billboard, Social Media, e.News*

JUNE MEETINGS (via Zoom)

June 2nd @ 6:00 p.m. – Planning Commission

June 8th @ 7:30 p.m. – City Council Meeting

June 13th @ 6:00 p.m. – Mayor’s Youth Council (Not Televised)

June 14th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)

June 21st @ 6:00 p.m. – Communications & Technology Commission

June 22nd @ 7:00 p.m. – City Council Meeting

June 28th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)

REQUESTED ACTION:

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