



CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: SEPTEMBER 14, 2022

TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION

FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR

BY: ARVIN PETROS, MEDIA SUPERVISOR *AP*

SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: SEPTEMBER 20, 2022

BACKGROUND:

Following is a list of CTV productions for July – September 2022

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)

CTV Special - 4th of July Fireworks Spectacular Recap

CTV PSA - LVMWD Water w/ Riki Clark #4 – “How Can I Use Recycled Water?”

CTV PSA - LVMWD Water w/ Riki Clark #5 – “Swapping Out Landscaping Now?”

CTV PSA - LVMWD Water w/ Riki Clark #6 – “Flow Restrictors”

CTV PSA - LVMWD Water w/ Riki Clark #7 – “Collective Effort to Conserve”

LVMWD Annual Report 2021 is out July 1st w/Riki Clark

CTV PSA - Fire Safety: Home Hardening #6 – “Trees/Branches over Structures”

CTV PSA - Fire Safety: Home Hardening #7 – “Garage Doors”

CTV PSA - Fire Safety: Home Hardening #8 – “Vegetation Around Property”

CTV Special - Sofia Bronshteyn - sonstefoundation.org Ukraine Donations

CTV Special - Mulholland Hwy Project w/Public Works

CTV PSA - Dr. Dan S. “Back to School 2022”

CTV Special - John Mueller, Drought Tolerant Residential Landscaping - Part I

CTV Special - Senior Center/Teen Tech Help

PRODUCTIONS

Old Town Construction Footage
Mulholland Construction Footage
LVUSD Board Meetings (2nd & 4th Tuesdays)
CTV Special – What is the Mayor’s Youth Council?
CHS Non-Profit Club: MEDItalks & Thoughts Club
CHS Student PSA Project 2022
Election Season Photos/Website/Forums – Nov. 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
Mulholland Hwy Project: Construction footage
CHS & Viewpoint School Traffic Footage for Public Works
Young Voter Night w/ Maurer & Weintraub (Sept. 20th)
Walk-in Flu Clinic (Oct. 1st)
Pumpkin Festival (Oct. 16th)
Mayor’s State of the City Address (Dec. 1st)

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*
Community Services Rec Brochure - *Website, Social Media, e.News*
Old Town Construction – *Website, CTV, Social Media, e.News*
Sept. eNews and Library eNews - *Social Media, website*
Pumpkin Festival 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 - *Website, CTV Billboard, Social Media, e.News*

SEPTEMBER MEETINGS (via Zoom)

September 6th @ 7:00 p.m. – Environmental Commission
September 13th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)
September 14th @ 7:00 p.m. – City Council Meeting
September 20th @ 6:00 p.m. – Communications & Technology Commission
September 28th @ 7:00 p.m. – City Council Meeting

AWARDS

NATOA 2022 Awards:

- First place Overall Excellence in Government Programming

Recognition Awards:

- City of Calabasas Social Media
- The Arbor Day celebration at Chaparral Elementary
- Our video promoting the Library's new mobile app
- Our profile of a City building inspector
- Parks staff on the importance of getting the COVID vaccine

REQUESTED ACTION:

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