




CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: OCTOBER 18, 2022
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, MEDIA SUPERVISOR 
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: OCTOBER 13, 2022

BACKGROUND:

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

NEW SHOWS

LVUSD Board Meetings (2nd & 4th Tuesdays)
New Council HYBIRD Meeting video opening video/instruction
Aerial footage/photos of Wild Walnut Parking lot
Young Voter Night w/ Maurer & Weintraub
Pumpkin Festival Promo

PRODUCTIONS

LVUSD Board Meetings (2nd & 4th Tuesdays)
Wild Walnut Park Construction Footage/Photos
Active Shooter Training (Sept. 29th)
Young Voter Night w/ Maurer & Weintraub (Sept. 20th)
John Mueller, Drought Tolerant Residential Landscaping - Part II
Walk-in Flu Clinic (Oct. 1st)
Walk-to-School Day (Oct. 12th)
CTV Special – What is the Mayor’s Youth Council?
CHS Non-Profit Club: MEDItalks & Thoughts Club

UPCOMING

COVID-19 Information for Calabasas residents
City Facilities Updates
Zoom/Hybrid City Council/Commission Meetings
Coverage of Calabasas News Events
LVUSD updates
City Parks Series
Mulholland Hwy Project: Construction footage
Wild Walnut Park: Construction footage
CHS & Viewpoint School Traffic Footage for Public Works
Senior Yoga Series with Ann
Pumpkin Festival (Oct. 16th)
Community Wildfire Preparedness Webinar (Oct. 19th)
Nov. 8th Election Candidates Forums (Oct. 27th)
Mayor's State of the City Address (Dec. 1st)
Mayor's Valley Economic Alliance Presentation (Dec. 15th)

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*
Nov. 8th Election Day - *Website, Social Media, Emails*
Community Services Rec Brochure - *Website, Social Media, e.News*
Oct. eNews and Library eNews - *Social Media, website*
Pumpkin Festival Info - *Website, CTV Billboard, Social Media, e.News*
Fall 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*

OCTOBER MEETINGS (via Zoom)

October 3rd @ 7:00 p.m. – Environmental Commission
October 5th @ 6:00 p.m. – Historic Preservation Commission
October 6th @ 6:00 p.m. – Planning Commission
October 12th @ 7:00 p.m. – City Council Meeting - HYBRID
October 17th @ 6:30 p.m. – Library Commission
October 18th @ 6:00 p.m. – LVUSD meeting (Recorded for replay)
October 18th @ 6:00 p.m. – Communications & Technology Commission
October 24th @ 6:00 p.m. – Public Safety Commission
October 25th @ 7:00 p.m. – Traffic & Transportation Commission
October 26th @ 7:00 p.m. – City Council Meeting - HYBRID

AWARDS

SCAN NATOA 2022 Awards:

- Community Event Coverage Under: "Arbor Day 2022 at Chaparral Elementary"
- Best City Services Information Video: "Calabasas Library has a Mobile App"
- Economic Development Under \$400K: "Valley Economic Alliance (VEA) Mayor's Presentation 2021"
- News-Single Story: "Wildlife Crossing is On Its Way"
- Public Affairs: "24th Annual Calabasas Mayor's State of the City Address 2021"
- Public Health (COVID): 2 "Time to Get the COVID Vaccine" City of Calabasas
- Overall Excellence in Government Programming Under \$400,000 Operating Budget":
 - 1st City of Costa Mesa - CMTV3
 - 2nd City of Calabasas
 - 3rd City of Moreno Valley

REQUESTED ACTION:

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