




CITY of CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: JANUARY 23, 2024
TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION
FROM: MICHAEL RUSSO, COMMUNICATIONS DIRECTOR
BY: ARVIN PETROS, MEDIA SUPERVISOR 
SUBJECT: CTV PROGRAMMING REPORT

MEETING

DATE: JANUARY 30, 2024

BACKGROUND:

Following is a list of CTV productions for November 2023 – January 2024

NEW SHOWS

Calabasas Pumpkin Festival
Calabasas Veterans Day + Veterans Tribute Video
Mayor's State of the City Address
Wild Walnut Park Groundbreaking
PAWS to Read Program at Calabasas Library
Body Positivity Fair Promo

PRODUCTIONS

LVUSD Board Meetings (2nd & 4th Tuesdays)
AHCCC – Interior & Gym
PAWS to Read Program at Calabasas Library (Nov. 4th)
Veterans Tribute Video (Nov. 7th)
Calabasas Veterans Day Event (Nov. 7th)
SOTC Opening "What Does Community Mean to You" – MYC Teens & Students
Mayor's State of the City Address (Nov. 15th)

Wild Walnut Park Groundbreaking (Nov. 13th)
Valley Economic Alliance Video (Nov. 28th)
Body Positivity Fair – Promo (Jan. 9th)
Senior Center Knitting Project (Jan. 11th)

UPCOMING

City Facilities Updates
City Council, Commissions and LVUSD Board Meetings
Coverage of Calabasas News Events
CCC – Final Construction Footage & Promotional Videos
Las Virgenes Creek Tour (Jan. 27th)
Large Animal evacuation - w Drew Smith (Jan. 30th)
LVMWD Irrigation Control PSA (Feb. 1st)
Body Positivity Faire (Feb. 3rd)
Public Safety Crime Prevention Symposium (Feb. 12th)
Voter Information Night (Feb 20th)
Annual Environmental Forum (Feb. 29th)
Arbor Day (March 16th)
Calabasas Community Center Grand Opening (March 16th)

PROMOTED EVENTS

City Council/Commissions Meetings - *Website, CTV, Social Media, Email Blast*
Mayor’s Friday Letter to the Community - *Website, Social Media, Email Blast*
Monthly City eNews & Library eNews - *Social Media, website, Email Blast*
City Events - *Website, CTV, Social Media, e.News*
Emergency Preparedness - *Website, CTV, Social Media, e.News*
Winter Parks & Rec Events/Brochure - *Website, Social Media, e.News*
Library Events/News – *e.News, Website, Social Media*
Senior Center Events - *Website, CTV Billboard, Social Media, e.News*

JANUARY MEETINGS

Jan. 4th @ 6:00 p.m. – Planning Commission
Jan. 9th @ 6:00 p.m. – Mayor’s Youth Council (Audio recorded)
Jan. 10th @ 7:00 p.m. – City Council Meeting
Jan. 16th @ 5:30 p.m. – LVUSD meeting (Recorded for replay)
Jan. 18th @ 6:00 p.m. – Planning Commission
Jan. 24th @ 7:00 p.m. – City Council Meeting
Jan. 30th @ 5:30 p.m. – LVUSD meeting (Recorded for replay)
Jan. 30th @ 6:00 p.m. – Communication & Technology Commission
Jan. 31st @ 7:00 p.m. – City Council Meeting

REQUESTED ACTION:

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