



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 2, 2011
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager and Therese Kosterman,
Public Information Manager
Subject: Proposed Public Affairs Cable Show
Attachments: 1. DVD of Pilot Show

INTRODUCTION

Currently, the City utilizes a variety of techniques to provide information to the community, including press releases, the City's website, social media, a newsletter, e-blasts and two cable television channels. The purpose of these initiatives is to inform and engage the community regarding key city issues.

Enhancing the broad array of communications vehicles is an ongoing goal of the City, particularly in an effort to reach diverse audiences, including residents, businesses, visitors, local and regional media outlets. In recent years, for example, the City has continually upgraded its website and social media initiatives, and continues to seek out new tools or technologies to engage the Beverly Hills community.

DISCUSSION

It was recently recommended that staff produce a pilot public affairs cable show to present to the City Council for review.

A televised public affairs show would take advantage of the City's new 'state-of-the-art' cable TV studio and present information to the community in a talk show format. Several municipalities produce issues-oriented public affairs shows, including the cities of Los Angeles and West Hollywood, among others.

Any public affairs show produced by the City would emphasize multiple viewpoints, and would be moderated in a way that highlights balance, civility and objectivity. Each show would highlight a topic or an issue of importance to the Beverly Hills community. Staff is currently proposing twice monthly tapings with rotating moderators.

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On July 28, 2011, the City's Cable staff taped a pilot, tentatively titled "Inside Beverly Hills: Issues and Answers." The pilot topic was the Westside Subway Extension. Panelists were Mayor Barry Brucker, Los Angeles City Councilmember Paul Koretz, BHUSD Superintendent Dr. Gary Woods and Southwest Homeowners Association President Ken Goldman. The moderator was Rudy Cole.

FISCAL IMPACT

Staff time would be required for topic development, scheduling and cable services, which include taping and post-production. Utilizing a rotation of professional moderators may require payment.

RECOMMENDATION

That the City Council provide direction to staff on whether to pursue regular production of a public affairs cable show.

Cheryl Friedling 
Approved By

**Attachment Provided
Under Separate Cover**