



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 13, 2012  
**Item Number:**  
**To:** Honorable Mayor and City Council  
**From:** Therese Kosterman, Public Information Manager  
**Subject:** Update on Cable TV News Show  
**Attachment:** 1. DVD of sample show

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### **INTRODUCTION**

At the August 7, 2012 Study Session, the City Council directed staff to produce a weekly cable TV news show focusing on upcoming events and recent Council and commission actions. At the time, the Mayor requested that staff return at a future date to provide more detailed information.

### **DISCUSSION**

The recommended name of the show is Beverly Hills This Week (BHTW). The purpose of the news show is to offer another vehicle to inform and engage the community in civic affairs, utilizing the new, state-of-the-art cable TV studio.

In order to produce a high-quality, objective news program, staff has hired an experienced news anchor. Staff reached out to journalism schools at UCLA, USC and Chapman University as well as to freelance professional broadcast journalists. John Loesing, who has more than 15 years of experience in television journalism, including producing and reporting at TV stations in Miami, was selected based on his experience and audition. Loesing currently hosts a public affairs show for the city of Calabasas and is editor of the local newspaper, the Acorn.

BHTW will consist of up to 50 episodes each year, and will include anchor-read stories, B-roll (B-roll video clips are pictures only, no sound bites), on camera interviews and video segments, or any combination thereof, depending on the news that week. (A video

segment is a story using a camera crew and reporter in the field, often doing multiple interviews.) Each show will focus on upcoming events, and recent City Council and commission actions. Content will be determined by professionals in Communications and Cable divisions. The Study Session presentation will include a viewing of a sample show.

**FISCAL IMPACT**

The estimated cost of producing a show is \$14,800 per year, plus staff time. The cost can be accommodated in the cable division's current FY 2012/13 budget.

**RECOMMENDATION**

Staff recommends that the City Council review this information, view the video and provide direction as appropriate.

  
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Noel Marquis  
Finance Approval

  
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Cheryl Friedling  
Approved By

# **Attachment 1**

**DVD of Sample Show**