



STAFF REPORT

Meeting Date: April 11, 2013

To: Honorable Mayor and City Council

From: Therese Kosterman, Public Information Manager

Subject: Request to host "Inside Beverly Hills," a public affairs cable TV show

Attachment: 1. Email request

RECOMMENDATION

That the City Council provides direction on the future of the "Inside Beverly Hills" program: whether to continue the program, who the new host should be and the type of content to focus on, including consideration of a Centennial-themed show.

INTRODUCTION

Starting in August of 2011, the City of Beverly Hills produced a public affairs television show titled "Inside Beverly Hills." The originator of the show and host was Beverly Hills Weekly columnist Rudy Cole, who passed away in February of this year. Staff has received a request from the Beverly Hills Weekly Publisher Josh Gross to continue the program in the original format, and to be considered as the permanent host, replacing the late Mr. Cole.

DISCUSSION

A public affairs show is intended to provide the community with accurate information and a variety of perspectives on City affairs in a balanced and objective way. During the 18 months that Mr. Cole hosted the show, the City produced 50 episodes on topics that ranged from "Government 101," to issues featuring guests with differing views and "Then and Now" shows that brought in longtime residents to talk about living in Beverly Hills. Since Mr. Cole's death, no "Inside Beverly Hills" programs have been produced.

The format of "Inside Beverly Hills" was a traditional talk show setting with a moderator and guests. Each show highlighted a topic or an issue of importance to the Beverly Hills community. Most of the shows involved City government, but some shows featured guests representing Beverly Hills institutions such as The Maple Counseling Center or

Friends of Greystone. For the most part, topics and guests were chosen by the host, with staff providing equipment, all technical support and occasional assistance with scheduling.

FISCAL IMPACT

The cost of producing the show can be absorbed into already-budgeted staff time, utilizing existing equipment and software. Estimated cost of staff time, including full- and part-time employees, is \$567 per taping.



Noel Marquis
Finance Approval



Cheryl Friedling
Approved By

Attachment 1

Therese Kosterman

From: anr.aldana@gmail.com on behalf of Andrea Aldana <andrea@bhweekly.com>
Sent: Monday, April 01, 2013 1:25 PM
To: Therese Kosterman
Subject: Fwd: Inside Beverly Hills

----- Forwarded message -----

From: **Josh Gross** <josh@bhweekly.com>
Date: Fri, Feb 15, 2013 at 3:50 PM
Subject: Inside Beverly Hills
To: william.brien@cshs.org
Cc: Therese Kosterman <tkosterman@beverlyhills.org>, Andrea Aldana <andrea@bhweekly.com>

Mayor Brien:

After consulting with our staff, we have decided we would like to continue hosting the "Inside Beverly Hills" program in to the near future, with Josh filling the role formerly held by Rudy.

While Rudy will never be replaced, the show tackles important issues of interest to the community. I had several conversations with Rudy prior to his passing where he indicated he hoped the show would continue regardless of his health issues. To this end, we think this would be an appropriate solution.

Thanks again for your consideration.

--
Andrea Aldana
Beverly Hills Weekly
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