



AGENDA REPORT

Meeting Date: February 4, 2014

To: Honorable Mayor and City Council

From: Therese Kosterman, Public Information Manager

Subject: Request from resident Magdalena Mirisch to host a cable TV public affairs/talk show

Attachment:

1. Email request

RECOMMENDATION

Staff seeks City Council direction on a request to host a Beverly Hills public affairs/talk cable TV 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 2013.

In April of 2013, Beverly Hills Weekly Publisher Josh Gross made a request to continue the program in the original format, and to be considered as the permanent host. The City Council declined that request, and asked that staff focus on Centennial programming and that any future show of that format include a variety of hosts and community voices.

Resident Magdalena Mirisch recently asked to host a similar show.

DISCUSSION

A public affairs/talk 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 issue-oriented topics and conversations with longtime residents who spoke about their experiences living in Beverly Hills.

Ms. Mirisch is proposing a similar format, but with a rotation of co-hosts, depending on the topic. According to her vision, the content of the show would be more human interest and family-oriented and less issues-oriented, but some current issues likely would be discussed. Similar to Mr. Cole's show, Ms. Mirisch proposes to do all the scheduling herself, with input from City staff and would utilize City staff and resources. Ms. Mirisch has more than four years of experience doing television interviews in Poland.

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.

Don Rhoads



Approved By

Cheryl Friedling



Approved By

Attachment 1

Therese Kosterman

From: Magda <magda.mirisch@mac.com>
Sent: Thursday, December 19, 2013 5:10 PM
To: Therese Kosterman
Subject: TV Show Proposal

Dear Therese,

I would like to propose an idea of a show for the Beverly Hills cable TV with the premise of continuing the Rudy Cole's legacy. Varying co-hosts will join me to interview the most important/influential/interesting people in Beverly Hills. Interviewees will encompass people engaged in the community from the Mayor and City officials to local heroes. The residents will have an opportunity to stay well-informed and au courant through learning about all aspects of living in the City. The interviews will be conducted in a fair and unbiased manner through presenting all sides of a story.

My idea consists of showcasing City residents profiles, coverage of ongoing projects and happenings, and events involving or impacting the community of Beverly Hills. The Centennial celebration being the best example of such at the moment. An important element of the show is having a different co-hosts. I'd be accompanied by experts in the subjects discussed. I consulted the idea with a few people well-respected in the community. Judie Fenton has agreed to help me format the show and Ellyn Snowden will co-host on occasions.

The proposed TV show will have a wide range of benefits for the City, including but not limited to:

- Bringing the Community together.
- Strengthening the desired City culture and the sense of community.
- Informing the residents about the City's current business.
- Creating a platform for open communication as well as raising and addressing concerns.
- Building City staff's image, visibility and name recognition.
- Raising residents involvement in the local community affairs and politics (improved election turnout).

With my solid background and extensive experience in communication, I believe that I can contribute to keeping our residents well-informed. I worked as a Communications Manager for a Premium European TV channel, Canal+, and conducting interviews was part of my daily work assignments. I also have a Masters Degree in Marketing. I've been a resident of Beverly Hills for 7 years and understand the demographics of the City very well.

I'd like to start with interviewing Ray Flade, the recent Civility Award recipient, with his wife Donna, active in local politics and schools, followed by the current Mayor and City Manager. Both of them hold the highest offices in the City I'd like to have the Mayor and City Manager on the show regularly. Centennial celebrations would also have a regular appearance. I welcome any suggestions you might have regarding the people or subjects to be brought up.

Thank you very much for your consideration,
Magdalena Mirisch