



STAFF REPORT

Meeting Date: October 21, 2014

To: Honorable Mayor and City Council

From: Therese Kosterman, Public Information Manager

Subject: **Update on Public Affairs Show Beverly Hills View**

Attachment: 1. List of Beverly Hills View shows

INTRODUCTION

On Feb. 4, 2014 the City Council approved a request to produce a public affairs television show. Councilmembers indicated that they wanted to see a variety of hosts and hear from a variety of voices in the community. The City Council asked that staff return to the Council for further direction after 10-15 episodes had been produced. This report provides an overview of the shows produced so far and seeks direction on whether to continue this program and in the current format.

DISCUSSION

A public affairs show is intended to provide the community with accurate information and a variety of perspectives on City life and affairs in a balanced and objective way. The late Rudy Cole hosted 50 episodes of a public affairs show called "Inside Beverly Hills" between 2011 and 2013. Following his passing, the City Council considered two requests to host a public affairs show and approved a proposal from Magdalena Mirisch for a show that would feature a variety of community voices and hosts.

Since then, 16 episodes of the show Beverly Hills View have been taped and shown on BHTV, hosted by residents Magdalena Mirisch, Josh Gross and Joan Quinn. Data on Cable TV viewership is not available. However, there are approximately 9,000 subscribers that have access to the Beverly Hills Cable television channel. In addition, there have been 1,088 views of Beverly Hills Views shows on Vimeo.

The shows can be viewed online from the Beverly Hills View webpage:
<http://www.beverlyhills.org/living/beverlyhillstelevision/videos/beverlyhillsview/>

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FISCAL IMPACT

The cost of producing the show is 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.

RECOMMENDATION

That the City Council provide direction on the future of the "Beverly Hills View" program.

CF
Cheryl Friedling
Approved By

Attachment 1

Attachment – List of Beverly Hills View shows

Beverly Hills View - Zev Yaroslavsky

Hosted by Josh Gross, with guest Los Angeles County Supervisor Zev Yaroslavsky.
Recorded on October 3, 2014.

Beverly Hills View - Bobby Shriver & Autumn Burke

Hosted by Josh Gross, with guests 3rd District Supervisor Candidate Bobby Shriver and California State 62nd Assembly Member Candidate Autumn Burke. Recorded on September 25, 2014.

Beverly Hills View - John Martens & Dame Zandra Rhodes

Hosted by Joan Agajanian Quinn, with travel ambassador John Martens and designer Dame Zandra Rhodes.
Recorded on September 24, 2014.

Beverly Hills View - Lydia Emily, Michael Dee & Herair Garboushian

Hosted by Joan Agajanian Quinn, with guests Herair Garboushian and artists Lydia Emily and Michael Dee. Recorded on September 19, 2014.

Beverly Hills View - Ben Allen and Sandra Fluke

Hosted by Josh Gross, with guests 26th District State Senate Candidates Ben Allen and Sandra Fluke Recorded on September 12, 2014

Beverly Hills View - Dahlia Lainer Carr

Hosted by Josh Gross, with guest Dahlia Lainer Carr wife of 33rd District Congressional Candidate Elan Carr. Recorded on September 5, 2014.

Beverly Hills View - Woods Davy, George Herms, Jim Morphesis

Hosted by Joan Agajanian Quinn, with guest artists Woods Davy, George Herms, Jim Morphesis. Recorded on July 18, 2014.

Beverly Hills View - Michael Higginbotham

Hosted by Josh Gross, with guest law professor and Author Michael Higginbotham.
Recorded on June 13, 2014.

Beverly Hills View - Council Grandkids

Hosted by Josh Gross, with guests Kate Hutter, granddaughter of Board of education member Bernice Hutter and Sam Ross, grandson of Mayor George Slaff. Recorded on May 29, 2014.

Beverly Hills View - Andy Cao & Joel Otterson

Hosted by Joan Agajanian Quinn, with guests landscape artist Andy Cao and artist Joel Otterson. Recorded on May 14, 2014.

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Beverly Hills View - Be the Match with Julian A. Gold, M.D. & Isabel Hacker
Hosted by Josh Gross, with guests Vice Mayor Julian A. Gold, M.D. and resident Isabel Hacker. Recorded on May 12, 2014.

Beverly Hills View - Author Jack Abramoff
Hosted by Josh Gross, with guest Author Jack Abramoff. Recorded on April 30, 2014.

Beverly Hills View - David Webb
Hosted by Joan Agajanian Quinn, with guests Author Ruth Peltason, Mark Emanuel - Co-Owner of David Webb, and Actress/Collector Jennifer Tilly. Recorded on April 23, 2014.

Beverly Hills View - Former California Chief Justice Ronald George
Hosted by Josh Gross, with guest Former California Chief Justice Ronald George.
Recorded on April 17, 2014.

Beverly Hills View - Local Heroes
Hosted by Magdalena Mirisch and Les Bronte, with guests Judie Fenton, Donna Flade, and Ray Flade.
Recorded on April 3, 2014.

Beverly Hills View - Remembering Rudy Cole
Hosted by Magdalena Mirisch and Myra Lurie, with guests David Snowden, Dr. Charles Aronberg, and Nancy Hunt-Coffey.
Recorded on March 19, 2014.