



# MIAMI BEACH

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LTC# 059-2009

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 3, 2009

SUBJECT: New and Current MBTV77 Programming

The purpose of this LTC is to provide you with an update on programming on MBTV-Channel 77. As you are aware, the City's Communications Department produces original programming for MBTV77, in addition to providing live coverage of all Commission and regulatory board meetings, developing Public Service Announcements (PSAs) on City services and events, responding to public records requests, and producing programming for MBRadio - 1670AM. Original Programming includes the bi-monthly CityVision, a newsmagazine show on current events and topics; MBCulture, hosted by former TV Journalist Ileana Bravo, focusing on arts and culture events in the City; and other subject specific programming, such as Planned Progress, Women Worth Knowing, Playground Review and Survey Says, to name a few.

We are pleased to announce that we have recently launched two new original programs - MBCurrents and MB Al Dia in Spanish. These short format programs (15 minutes each) focus on one timely topic, providing the opportunity to provide a more in-depth discussion or explanation of issues of current interest to our residents and businesses. The studio show is hosted by Hilda Fernandez, and includes two guests. MB Al Dia follows the same format, providing information in Spanish on these timely subjects.

Two editions of MBCurrents and two editions of MB Al Dia will be on rotation beginning Monday, March 2, 2009. One show focuses on the Towing Bill of Rights and the changes to the towing process that have recently been approved and are being implemented. The other show covers single stream recycling, both in single family/small buildings, as well as in multi-family buildings with more than eight units. Additional/new programs will be filmed on a monthly basis and added to the schedule.

Please let me know if you would like a copy of any of the new MBCurrents or MB Al Dia programs, or a copy of the CityVision program airing now. The current CityVision show has an update on all the new parking garages under development in the City, Single-Stream Recycling, a feature on the restoration of the Flagler Memorial on Monument Island and the Normandy Shores Golf Course, and Art Basel Miami Beach, just to name a few. The program was filmed from our newly reopened Normandy Shores Golf Course.

As always, please feel free to call me should you have any questions or require additional information.