

**CITY OF PEORIA, ARIZONA  
CITY MANAGER REPORT**

RCM #: La

Date Prepared: October 7, 2008

Council Meeting Date: October 21, 2008

TO: Carl Swenson, City Manager

THROUGH: Susan Daluddung, Deputy City Manager

FROM: Grady Miller, Communications and Public Affairs Director

SUBJECT: **New Peoria Focus TV Television Program**

**SUMMARY:**

Following the completion of the new studio for Peoria Channel 11 last June, Channel 11 staff began working on a new television concept. Entitled "Peoria Focus TV," the television show is a half-hour news program that is designed to inform Peoria residents about current city news and events. The television program will be produced on a monthly basis and will air on Channel 11 on Cox and Qwest cable systems. The program will also be available for viewing on Peoria's website.

Peoria Focus TV was selected as the name of the new television program to capitalize on the popularity of Peoria Focus, the city's community newsletter. The city's 2007 community survey found that 57 percent of residents obtain their news and information about the City of Peoria from Peoria Focus, the city's community newsletter that is published and distributed on a quarterly basis. By utilizing the same name as the newsletter, it is our hope that residents will view the television show for their news and information about the City of Peoria like they currently do with the community newsletter.

Peoria Focus TV is currently in production and will begin airing at the end of October on Channel 11. Staff plans to preview a brief video clip of Peoria Focus TV at the City Council meeting on October 21, 2008.

**ATTACHMENTS:**

1. None