



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

December 3, 2019

The Commission and its Community Programming Committee met jointly at 6:30PM on December 3 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Ronnie Dahl, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance was Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Kowalsky, Krause, and Warshay.

Members reviewed a report of programming cablecast on Civic Center TV in December. Discussion focused on interviews with State Representative Brenda Carter and U.S. Representative Brenda Lawrence, programming available from Lawrence Technological University, including the Detroit Economic Club luncheons, and public service announcements and promos being broadcast on Lakes FM. Additional discussion focused on the creation of mobile phone apps for CCT and Lakes FM.

The committee reviewed the results of a survey of members of the Cable Community Panel. Discussion focused on re-distribution of results in multiple forms, including a response received just before the committee meeting, the low percentage of respondents providing comments, and the value of alternate question formats and in-person interviews in gathering more detailed information and comments.

The committee discussed committee and Commission meeting dates and the fact that several times a year, three meetings occur in a four-day period.

The committee also discussed generation of supplemental revenue by various means, including fund-raising events and paid programming.

Members also discussed the development of story coverage ideas and the use of the events calendar as the best way to communicate those ideas to Civic Center TV staff. Additional discussion of the methods by which programming ideas are communicated to staff focused on the development of a protocol by an ad-hoc group and review by the committee.

Committee discussion of a programming partnership between the Commission and the West Bloomfield School District focused on the need for the development of a plan by an ad hoc group to be discussed by the committee.