



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

September 8, 2020 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on September 8 at via ZOOM teleconference. In attendance were Deborah Macon, the vice-chairperson, Harvey Gersin, Suzanne Levine, and Phil Ross. Participating via telephone was Anne Dziuba. Also in attendance were Commissioner Dan Krause, Civic Center TV/WBLD General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Kowalsky, and Warshay.

Members reviewed a report of programming cablecast on Civic Center TV in August and early September. Ms. Levine provided details regarding the Chamber of Commerce virtual event in October, and Mr. Alberty noted the virtual veterans recognition sponsored by WB Parks in November.

The committee discussed the next meeting of the Cable Community Panel on September 22. Mrs. Dziuba stated that she and Mr. Alberty will work with other members to finalize the agenda, which will include a report on the NATOA Annual Conference, discussion of the results of the November 2019 survey of Panel members, a presentation by Mr. Scott, and discussion of ways in which the Commission can assist the organizations represented by Panel members.

Mrs. Macon suggested that the committee discuss at a future meeting imported programming for Lakes FM and that the Commission Operations and Strategic Planning Committee consider a change in the Commission's bylaws regarding virtual meeting attendance in accordance with current state law and executive orders from the governor's office.

The committee discussed public awareness of its programming resources, specifically "The Megacast". Mr. Alberty reviewed discussion of the topic at the August 4 committee meeting, and Mr. Scott stated that the program is reaching an audience multiples larger than any previous efforts and that the focus of promotion should be on the archives, which are available on-line forever, rather than previewing upcoming programs. Further discussion focused on various ways to improve the Commission's efforts to publicize the programming on Civic Center TV and Lakes FM, including through community partners and influencers. Mr. Scott stated that he will provide on-line metrics at the Cable Commission meeting on September 10, showing how well the Commission is doing in the new media landscape.

Members discussed West Bloomfield High School Laker Football this fall and the fact that with very fans allowed to attend games, radio and perhaps even television coverage, will attract much more attention.

Mrs. Macon summarized the discussion as focusing not on what the Commission is doing as much as how the Commission is telling the story of what it is doing. She also noted that September 22 is national voter registration day and September 24 is the first day of general election voting in Michigan.