



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

September 22, 2020 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly with the Cable Community Panel at 7:00PM on September 22, 2020 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Commissioner Dan Krause, members of the Cable Community Panel (David Barash, Harley Berger, Reneé Floer, Greg Flynn, Gina Gregory, Curt Lawson), Civic Center TV/WBLD General Manager Dave Scott, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Jamoua, Kowalsky, and Warshay.

At the invitation of Mr. Albery, members of the committee and the Commission introduced themselves. Panel members also introduced themselves and updated those in attendance regarding the activities of their respective organizations since the group last met in June. Mr. Scott highlighted the Chamber of Commerce Virtual Innovative Business Event (VIBE) in late October.

Mrs. Dziuba presented a summary of the major items discussed at the Panel's June 16 virtual meeting.

Mr. Albery reported the participation of several members of the Cable Commission in the virtual annual conference of the National Association of Telecommunications Officers and Advisors, which was presented on-line by Motown Digital and originated at Green Media Center in early September. He stated that sessions focused on various topics, dominated by the digital divide, related to both internet access and computer literacy, local government issues related to the pandemic, and innovative programming developed across the country in 2020. Mrs. Macon mentioned that although recordings of the sessions are available only to those who attended the conference, the final event, the Government Programming Awards, is available to the public. Mr. Albery stated that he would provide that link to Panel members, and Mrs. Macon invited them to view award-winning programs from around the country and discover how Civic Center TV programming compares.

Mrs. Dziuba presented a brief summary of Panel members responses to the on-line survey conducted by the committee in November of 2019.

Mr. Scott updated the Panel regarding the operation of Civic Center TV and Lakes FM, focusing on how the Megacast has increased on-line viewership, how both services will move toward more on-line presence in the future, and the creation of regional strategic and media partnerships to increase efficiency as resources decrease. He also mentioned the Commission's presentation of West Bloomfield High School Laker Football on both radio and television this fall, especially crucial since in-person attendance at games is severely limited. Discussion focused on how the Commission's programming resources can assist community organizations and institutions in publicizing their activities and initiatives.

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Mrs. Dziuba stated that the committee would be surveying members in the near future regarding the scheduling the final Panel meeting of the year in the second or third week of November.