



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

January 5, 2021 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on January 5 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Civic Center TV/Lakes FM General Manager Dave Scott and Commission Executive Director Dave Albery. Not in attendance were Commissioners Jamoua, Kowalsky, Krause, and Warshay.

Mr. Scott addressed the committee regarding plans to implement the Commission's special projects as outlined in the 2021 budget as adopted by the Commission and approved by the four communities. He focused on the plan document and the hiring of Aaron Mohr by Motown Digital to spearhead the effort. He outlined the need for the creation of a new on-line and social media presence for the Commission's programming resources as cable TV, and especially standard definition channels such as Civic Center TV, become less and less important to viewers. The solution is OTT (over the top) delivery of programming through apps on smart TVs, allowing for delivery of programming nationally, regionally, or even narrowcasting down to the county or local community level. The key to creation of this OTT presence is partnerships of all kinds, with other communities and with public and private section entities. These partnerships have the possibility of creating funding resources, including grants, which would supplement declining cable TV subscriber revenue. Mr. Scott pointed out that the Megacast has established the template for partnerships and a broader focus. Discussion focused on smart TV apps and operating systems, partnership possibilities, the Commission becoming a non-profit organization to facilitate this effort, the value of individual as well as organizational funding, and the role of sponsorships and advertising. Mrs. Macon pointed out that all of what Mr. Scott has described is a fulfillment of the Commission's strategic plan.

Mr. Scott also mentioned that the Federal Communications Commission is expected to open a radio station application window in 2021, offering the possibility of an upgrade of the reach of the Lakes FM signal.

The committee reviewed a report of programming cablecast on Civic Center TV in December of 2020.

Members also reviewed the vision statement for the Commission's programming resources. Discussion focused on the strong connection between the statement and the plans for 2021 outlined earlier by Mr. Scott.

Mrs. Dziuba directed members' attention to Goal #4, Programming, of the Commission's strategic plan, noting the importance of stakeholders in the formulation of programming plans. Discussion focused on enlisting the assistance of current Cable Community Panel members to recruit new members, how to create a panel reflecting the demographics of Greater West Bloomfield residents as outlined in material provided to the committee, and the twelve sectors of stakeholders and partners. Further discussion of the demographic information focused on how

GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION MINUTES

January 5, 2021

Page 2

the Commission can serve all demographic groups, including those whose incomes are below the cost of living in Oakland County, available resources, and the Commission's role in connecting those in need with those resources. Members also discussed the possibility of involving subdivision leaders in the Panel in the future and a survey of current Panel members regarding stakeholder motivation and their evaluation of the experience over the past two and a half years.

The committee discussed the recent passing of Dave Scott's brother Chuck and Chuck's role in both the original construction of WBLD, Lakes FM, in 1974 and the revitalization of the station in 2015. Discussion focused on the background information provided by Mr. Albery and Mr. Scott regarding the roles of Chuck and his mother Agnes in the history of the radio station, the creation of a plaque honoring Chuck's contributions, and naming the studio at Green Media Center in honor of Chuck, making sure that name is visible in on-the-air shots. Additional discussion focused on the creation of a short video memorializing Chuck's contributions, whether he and Agnes should be recognized together, and the need to fund any recognition through private contributions, not public funds.

Mr. Gersin suggested that the Commission annually designate May 28 as WBLD Day, the date in 1974 when the station went on the air, and adopt a resolution honoring Chuck's role, and Mrs. Macon added her suggestion that the Commission become a partner in activities with the American Radio Relay League in honor of Chuck's long-time involvement with amateur radio.

Mrs. Dziuba stated that she wanted to move forward with the creation of the plaque and that discussion of the recognition would continue at the committee's next meeting on February 2.