



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

April 6, 2021 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on April 6, 2021 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Ashley Attisha, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance was Cable Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Kowalsky, Krause, and Warshay.

Mrs. Macon stated that the deadline is fast approaching for the submission of entries for the 2021 NATOA Government Programming Awards and that the Commission should enter a number of Civic Center TV programs for consideration.

Motion by Mrs. Macon, support from Ms. Levine:

“That the Community Programming Committee ask the Executive Director and Motown Digital to submit a maximum of ten programs for judging in the 2021 NATOA Government Programming Awards.”

Discussion focused on the benefits of recognition in terms of securing grants, partnerships, and sponsors, the history of past Commission submissions for programming awards, the types of programming that are recognized by NATOA each year compared to the programming produced for Civic Center TV, and the fact a review of past winners shows that a small group of NATOA members dominate the awards every year.

Voting YES: Attisha, Dziuba, Levin, Macon, Ross

Voting NO: Gersin

The motion carried.

Members reviewed a report of programming cablecast on Civic Center TV in March.

Members also reviewed the vision statement for the Commission’s programming resources and agreed that the services provided to residents are in full concurrence with that vision.

Mrs. Dziuba summarized the results of the five-question on-line survey completed by Cable Community Panel participants in March, and Mr. Alberty summarized his telephone interviews with the same group. Discussion focused on the expressed desire of participants for more interaction with each other, the role of the Commission in building those relationships, the fact that many respondents were already very aware of the resources provided by the Commission, and the Commission’s role is assisting all organizations, whether they are local, regional, or state-wide.

The committee reviewed a list of West Bloomfield Township subdivision leaders annotated by Mr. Alberty and Mr. Gersin. Members also reviewed a strategy, proposed by Mr. Gersin, for using the subdivision information to create a “grass roots” community panel. Discussion focused on the motivation of those leaders to participate in a community panel organized by the committee, the role of listening circles or listening tours in formulating a community conversation, and how to connect subdivision leaders and elected and appointed government officials.

Members discussed how to use the information gained through the survey and the interviews to decide the future of the Cable Community Panel, including continuation of the current Panel while creating more opportunities for participants to interact during the meetings, perhaps through ZOOM breakout rooms, and also after the meetings. Also discussed were the possibility of quarterly meetings involving different participants each time, whether to continue virtual meetings or wait until in-person meetings are feasible, and how to recognize the contributions of current Panel members if their service has been completed.

Mrs. Dziuba suggested that committee members either meet as a full committee or a smaller ad-hoc group later in April to determine the way to involve the subdivision leaders, including a clear message and a specific request, and to create a time-line for meetings for the remainder of 2021.