

VISION

GWBCCC strives to educate, entertain, protect, and unite all residents through its dedication to public information and public engagement.

MISSION

GWBCC functions openly and transparently, effectively uses cable resources, supports cable subscribers, provides communication services and community engagement, and advocates for the health, safety, and welfare of all residents.

GWBCCC STRATEGIC PLAN 2022 - 2025



THE COMMISSION BELIEVES

- ❖ Local government, including GWBCCC programming, should be accessible, transparent, and accountable.
- ❖ Programming resources can promote civic involvement, unify residents, and serve the entire community.
- ❖ Residents benefit from clear communication with local government and public officials.
- ❖ Local cable resources provide information, improve public service, and inspire community involvement.



GWBCCC STRATEGIC GOALS & OBJECTIVES

PROGRAMMING

The Commission will provide comprehensive local communication services focused on presenting engaging, inclusive, objective, and sustainable programming about all aspects of life in the Greater West Bloomfield area.

- ❖ Create an ideal mix of locally produced and imported programming by assessing what needs and interests of current and future stakeholders are being met by program offerings.
- ❖ Analyze programming mix on a regular basis and communicate with stakeholders for programming opportunities and promotion through a variety of means.
- ❖ Establish an ongoing public awareness campaign utilizing a variety of resources including but not limited to social media, expanded partnerships (stakeholders' network), marketing, branding, CCT channel and website, WBLD, and focus groups.

FINANCE

The Commission will create and execute a financial plan that makes effective use of cable resources.

- ❖ Develop and maintain a balanced budget.
- ❖ Review current revenues and expenditures quarterly.
- ❖ Develop a plan to secure revenue supplemental to that provided by cable operators.

COMMUNITY RELATIONS

GWBCCC will promote its services and programming by working with stakeholders, developing partnerships, and raising public awareness.

- ❖ Provide information utilizing programming resources and social media to maximize public awareness of Civic Center TV and Lakes FM.
- ❖ Resolve Comcast or AT&T subscriber issues communicated to the Commission.
- ❖ Create partnership relationships with public and private organizations and institutions.

EXECUTIVE DIRECTOR

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GOVERNANCE AND STRATEGIC INITIATIVES

GWBCCC will be accountable to residents and the communities, operate in an open and transparent fashion, and revise its strategic plan, governance policies, and protocols on an annual basis.

- ❖ Create an implementation plan for 2022, review and document progress quarterly, and amend the plan as needed.
- ❖ Update all Commission governance documents - bylaws, policies, and protocols - and the strategic plan on an annual basis.
- ❖ Develop a plan to assist the communities' emergency communication and preparedness capacity.