



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

October 11, 2022 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on October 11 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Chris Milia, Civic Center TV/Lakes FM General Manager Dave Scott, and Cable Commission Executive Director Dave Alberty. Not in attendance were Commissioners Boykins, Kowalsky, Kroger, and Riney.

Mr. Milia requested that the committee place on the agenda for a future meeting an item under New Business regarding the establishment of a programming services component to the operation of Civic Center TV. He added that he was available to address questions regarding this request and added that the agenda item would include discussion regarding programming elements, marketing, overall presentation utilizing the inventory of content available, both locally produced and imported, and the promotion of a unique channel identity.

The committee reviewed a report of programming cablecast on Civic Center TV in September and early October. Discussion focused on coverage of local business and the difficulty of booking guests for Splash Live and the Megacast.

Members reviewed the program guide on the home page at Civic Center TV. Discussion focused on the committee's vision for the guide, CCT staff time required to keep it updated, and how other community media operations provide a guide to their programming. Further discussion focused on how viewers search for programming and the feasibility of purchasing individual program listings for CCT on the Comcast program guide.

The committee reviewed the Commission's vision statement for its programming resources. Mrs. Dziuba suggested changing "most advanced media technology" to "most appropriate".

Mr. Scott presented information regarding on-line viewing metrics for Civic Center TV programming. He previewed upcoming programming efforts and added that due to staffing at Michigan Digital, efforts to increase CCT social media presence are temporarily stalled. Discussion focused on the committee's vision for that social media presence, promotion of CCT through the Commission's partners and their events, and the need for a presence at the core of community life in the four communities.

Mrs. Dziuba stated that the committee has existing groups of stakeholders from previous initiatives such as the Cable Community Panel and the 2017 focus groups and should focus going forward on the diverse audience for CCT programming.

Mrs. Dziuba summarized the committee's activities in implementing the Commission's strategic plan this year, and Mr. Alberty added that many of those activities will form the core of the committee's 2023 implementation plan.

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Mrs. Macon reported her participation in a NATOA webinar on September 26 entitled “Programming That Brings People Together” and highlighted efforts from Massachusetts, Colorado, and Washington D.C. Mr. Alberty stated that when the recording and presentations from the webinar are made available to participants, he will provide them committee members.

Mr. Alberty presented information regarding the NATOA Annual Conference in late August, focusing on sessions he attended in the areas of programming and legal and policy issues. He stated that much of the conference was focused on loss of cable revenue as subscribers move to streaming and legal action undertaken in Texas which could result in local communities receiving franchise fee revenue from streaming services.

Mr. Milia stated that the Commission needs to create an engine to drive Civic Center TV. He added that the Executive Director should create that engine, that staffing resources and partnerships should be part of the on-going effort, that CCT needs program flow and fewer repeated programs, and that its identity should be marketed in the community, using Facebook as a primary vehicle. He characterized Civic Center TV currently as a jumbled mess.