



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

November 1, 2022 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on November 1 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Joseph Harris, Andrea Isom, Chris Milia, Civic Center TV/Lakes FM General Manager Dave Scott, and Cable Commission Executive Director Dave Albery. Not in attendance were Commissioners Boykins, Kowalsky, Kroger, and Riney.

Commissioners were provided a written report of programming cablecast on Civic Center TV in October.

Mr. Albery reported that Comcast no longer offers the opportunity for PEG channels to purchase listings on its on-screen program guide.

The committee reviewed information provided by Mrs. Dziuba and Mr. Albery regarding programming demographics and metrics. Mrs. Dziuba noted the wide variety of programming and audience demographics, and discussion focused on the popularity of several “Minute with Nature” segments and their connection to environmental awareness. Mr. Scott pointed out how Google searches lead viewers to You Tube content.

Members were provided a written report from Mr. Scott regarding marketing strategies for the remainder of 2022 and for 2023, and he addressed the major highlights, including a focus on influencers, community-based efforts, and paid marketing. He also noted Splash Live and the Megacast as the primary programming and marketing vehicles. Discussion focused on the placement of Civic Center TV promos at the beginning and end of each video posted on You Tube, the impact of 2023 capital expenditures, the use of the studio at Green Media Center, and Michigan Digital staffing. Additional discussion focused on the faith community as a source of programming ideas, segments focusing on senior issues and senior facilities in the community, the Commission’s focus on emergency preparedness and communication, and coverage of the Jewish Community Center Book Fair and the Friends of the Library Used Book Sale.

Members were provided a proposal regarding implementation of Goal #1 (Programming) of the Commission’s strategic plan in 2023. Several revisions were suggested, and the committee agreed to review the document at its November 29 meeting.

The committee discussed its list of stakeholders, including participants in the Cable Community Panel, community conversations, and 2017 focus groups, as well as the list of West Bloomfield Township subdivision leaders. Members raised the possibility of providing that list to Michigan Digital.

Mr. Scott stated that he would provide a report at the November 29 committee meeting regarding the development and deployment of a data base for Civic Center TV. Discussion focused on the use of email marketing programs such as Constant Contact.

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Members reviewed the Commission's proposed Cable Television Local Government Programming Services Independent Contractor Agreement with Michigan Digital for 2023. Several revision were suggested, and discussion focused on the contractor's responsibilities in the area of promotion. The committee agreed to continue the discussion at its November 29 meeting.

Andrea Isom provided public comment to the committee regarding social media. She and Mr. Scott engaged in a dialogue regarding the role of influencers in executing a social media campaign. She stated that Civic Center TV should exhibit diversity in its live programming, both hosts and guests.

Mr. Milia provided public comment to the committee regarding the use of imported programming, whether purchased or free, and stated that Civic Center TV should be a stable platform and the primary vehicle for public presentation of programming. He added that most residents are not aware of CCT and engaged in a dialogue with Mr. Scott regarding the metrics for West Bloomfield High School football coverage and the value of live programming as a source of recorded archives for later viewing.

Mrs. Macon noted the Heroes Appreciation event coming up at West Bloomfield Middle School on Tuesday, November 8.