



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

September 5, 2023 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on September 5 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Cable Commission Chairperson Jennifer Boykins, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Beach, Dorf, Kowalsky, and Riney.

Mr. Scott addressed the committee regarding Civic Center TV and Lakes FM, focusing on on-line viewership via the CCT web site and You Tube. He emphasized how well CCT is doing in a crowded major market media landscape.

Committee discussion focused on the Michigan Digital staff creating social media posts, how to measure Facebook impressions, and using the Facebook presence of the Commission's partners to increase the reach. Further discussion focused on providing bullet points for use by commissioners in promoting the Commission and Civic Center TV, promotion via a video montage of CCT highlights, and the length of the daily Splash Live program.

Mr. Scott also addressed the production efficiencies of new technology, specifically live coverage of West Bloomfield High School football and community events such as the opening of Connect, the WB Parks Senior Center.

In response to a committee inquiry regarding the use of the Green Media Center studio, Mr. Scott stated that use will increase as more staff works in the building in future weeks.

In response to a committee inquiry regarding the simulcast of CCT and Lakes FM programming, he stated that the former music-based format was very similar to many other stations and that the simulcast is unique due to the hyper-local content.

Members reviewed a written report of programming cablecast on Civic Center TV in July and August.

The committee discussed how to publicize new businesses in the four communities, how to build relationships with partner organizations, specifically the West Bloomfield Township Public Library, and the importance of sending all story ideas to Dave Scott and Tyler Kieft.