MINUTES

October 10, 2023 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on October 10 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Commissioner Jennifer Taylor Boykins, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Beach, Dorf, Kowalsky, and Riney.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on on-line and social media metrics and recent productions, including the Fire Department Open House and the Chamber Leadership Breakfast. He added that the number of social media posts varies month to month, but the time spent creating them is consistent. Discussion focused on how CCT works with community partners, the possibility of providing Commission leadership in those relationships, and how Google creates metrics.

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

Members reviewed the vision statement for the Commission's programming resources, and no revisions were suggested. Discussion focused on whether all Civic Center TV programming is "engaging".

Additional discussion focused on past and future evaluation of programming by committee members and the creation of a summary of comments based on written evaluations and personal conversations with the committee chairperson, a summary which could be used to provide suggestions to the Commission's programming contractor regarding programming content and presentation. Further discussion focused on cable programming being produced by community media operations, both public and government access, in Michigan and nationwide. The committee also discussed engaging skilled volunteers in the production of programming.