



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

February 6, 2024 (JOINT MEETING)

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

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on the roving reporter program being instituted for Civic Center TV, the videos produced for the training of those reporters, how the Commission will pilot the program, and the involvement of residents and community institutions and organizations in that pilot. The committee asked Mr. Scott to contact Henry Ford Hospital regarding content for CCT.

The committee discussed the nature of Civic Center TV programming, whether it be live interview programming, live coverage of community events, or pre-produced content of various lengths. Discussion also focused on CCT and Michigan Digital use of the same on-air talent.

Mr. Scott provided Facebook, You Tube, and CivicCenterTV.com metrics for 2023. Discussion focused on the meaning of the numbers, including average time spent on the CCT site, and viewership levels for various programs.

Mr. Scott also provided an outline of Civic Center TV programming operations, and discussion focused on the simulcast of all CCT programming on Lakes FM.

Members were provided a written report of programming cablecast on Civic Center TV in January. Discussion focused on The Splash Live content and format, promotion of Sunshine Week, and providing updates from each of the four communities.

The committee received a list of "Programming Ideas for Consideration 2024 and Beyond" provided by Ms. Boykins. Mr. Dorf stated that in light of decreasing cable revenue, programming should be created which will generate revenue for the Commission and CCT.

Mr. Ross presented the list of programming ideas, and discussion focused on whether these ideas would result in stand-alone programs or be integrated into the existing programming structure, the cost of producing additional programming, the Commission's programming services agreement with Michigan Digital, and The Splash Live as the core of CCT programming.

Ms. Boykins stated that as Chairperson, she will be calling a special Commission meeting for February or early March to discuss Civic Center TV programming.