



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

April 2, 2024 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on April 2 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 Ronnie Dahl, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Boykins, Dorf, Kowalsky, Riney, and Joel Ross.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on the interviews cablecast in March with the elected leaders of the four communities. Members discussed plans for next year's State of the Communities event, including how the Commission will observe Sunshine Week both during that week in March and throughout the year. Mr. Scott highlighted coverage of local state championship high school basketball teams and a book-signing by Barbara McQuade at Shuler's Books in West Bloomfield. He also provided social media metrics.

In response to a question from Mr. Gersin, Mr. Scott defined the terms "impression" and "view" as they apply to social media metrics.

Discussion of the Civic Center TV roving reporter program focused on ownership of content and liability issues.

Mr. Scott described advertising programs being envisioned for Civic Center TV and Lakes FM, and discussion focused on the involvement of Michigan Digital in soliciting revenue. He stated that Civic Center TV will not be carrying advertisements for political candidates.

Mrs. Macon suggested a Civic Center TV program about high schools girls wrestling.

Committee members were provided a written report of programming cablecast on Civic Center TV in March. Discussion focused on the Commission's monthly communication to the communities "Your Cable Connection", its purpose, and its effectiveness. Mrs. Dziuba stated the discussion will continue at the May 7 committee meeting, preceded by investigation of options regarding communication.

Members reviewed the vision statement for the Commission's programming resources. Mrs. Dziuba spoke regarding sustainability for those resources, including projected revenue and revenue generating opportunities. Discussion focused on the comparison of Civic Center TV with other community media operations, the definition of sustainability, and evaluation of programming by commissioners and members of the community.

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The committee discussed the establishment of a structure to explore the ideas raised at the March 7 special Commission meeting, the differences and similarities between a special commission meeting and a meeting of the committee of the whole, and the roles of the current standing committees.