



PROGRAMMING RESOURCES

- 1. VISION**
- 2. MISSION**
- 3. CORE BELIEFS**
- 4. COMMUNICATIONS RESOURCES**
- 5. POLICIES**
- 6. FUNDING**
- 7. PROCEDURES**
- 8. RESEARCH AND DEVELOPMENT**
- 9. MARKETING**
- 10. EQUIPMENT**
- 11. OVERSIGHT**

1 VISION

1.1 Civic Center TV, Lakes FM, and civiccentertv.com, the programming resources provided 365 days a year by the Greater West Bloomfield Cable Communications Commission, use the most advanced, appropriate media technology to provide engaging, inclusive, sustainable programs which inform, entertain, protect, educate, and unite all residents.

2 MISSION

2.1 The mission of Civic Center TV, Lakes FM, and civiccentertv.com is to provide a unique, comprehensive local communication service through the presentation of objective, non-political, non-partisan information about all aspects of life in the Greater West Bloomfield area. This includes, but is not limited to, local history, public services and facilities provided by local government, and the benefits of community organizations and institutions.

3 CORE BELIEFS

3.1 In providing its programming resources to residents of Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield, the Greater West Bloomfield Cable Communications Commission (Commission) expresses the following beliefs.

- a Local government should be accessible and accountable, and transparent.
- b Local cable, community radio, and the internet are valuable community resources which should be inclusive, democratic, affordable, accessible, and accountable.
- c Civic Center TV, Lakes FM, and civiccentertv.com serve the entire community including residents, elected and appointed officials, local government institutions, (e.g., library, parks and recreation, public safety), educational institutions, the business community, and religious organizations.
- d The content of these programming resources, authorized in advance by the Commission, aims to foster a sense of community, promote civic involvement, facilitate communication between public officials and constituents, improve the lives of residents, and help them to be more knowledgeable.
- e Public and institutional awareness of these resources, along with continuing identification of and outreach to stakeholders, should be encouraged in order that these resources are utilized to provide information and encourage residents to engage in public service and become involved in the community.
- f The Commission should contract professional services as needed to provide these resources.

4 MEDIA RESOURCES

4.1 COMMUNICATIONS RESOURCES

Civic Center TV (Comcast channel 15, AT&T channel 99), Lakes FM (89.3FM), and civiccentertv.com are the programming resources provided to residents of the Greater West Bloomfield communities (Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield) by the Commission.

4.2 SHARED BY THE FOUR COMMUNITIES

The communities have jointly designated Civic Center TV and Lakes FM as shared community/municipal information services and authorized the Commission to produce and schedule all material on CCT, WBLD, and civiccentertv.com.

4.3 CONTENT

The Commission's communication resources provide the following:

- a live coverage of the meetings of local governmental bodies in the Greater West Bloomfield communities and county governmental bodies as available
- b live Monday through Friday informational programming featuring interviews regarding community events and initiatives with, among others, community leaders, representatives of community institutions and organizations, and business and religious leaders
- c recorded unedited programming, including replays of meetings of local governmental bodies, meetings of county governmental bodies, and candidate presentations and forums produced in

partnership with established non-partisan civic organizations, such as the League of Women Voters

- d recorded edited programming, including news programs, discussions and interviews, featuring local elected and appointed officials, coverage of community events in the four Greater West Bloomfield communities (excluding those sponsored by partisan political organizations), public service announcements promoting civic involvement and governmental events, including elections, and informational programs regarding local issues and government services
- e on-line content, including continuous live streams of CCT and Lakes FM content, on-demand viewing of meetings, on-demand viewing of other CCT programming, the CCT program schedule, and social media content
- f information regarding emergency preparedness and the dissemination of information during an emergency

5 **POLICIES**

5.1 MANAGEMENT

The entity contracted to provide municipal program management services to the Greater West Bloomfield Cable Communications Commission is responsible for the production and scheduling of all content on Civic Center TV, Lakes FM, and civiccentertv.com, including all normal daily programming, emergency information, and social media content.

5.2 CONTENT

Content is produced by the program management contractor's staff at Green Media Center, individual community volunteers, or community organizations. If by staff, that production is pursuant to direction from the Commission and/or its Community Programming Committee (Committee). The Commission and/or Committee may also direct the inclusion of content imported from individual volunteers, organizations, businesses, institutions, and governmental bodies outside the Greater West Bloomfield communities.

5.3 STANDARDS

All content reflects professional production practices, community standards, and the Commission's core beliefs regarding its programming resources (SECTION 3 of this document). All content is timely, and all graphic material reflects correct punctuation, spelling, and grammar. Any programming not produced by the Commission must meet the same professional, technical, copyright, content, and production standards as that produced by the Commission's program management services contractor.

5.4 COPYRIGHT

The Commission holds the copyright on all content produced by contractor's staff at Green Media Center.

5.5 SUGGESTIONS

The Commission welcomes programming suggestions and comments.

5.6 EVALUATION

All content is evaluated periodically by the Commission or the Committee to determine how well the communities and residents are being served by these programming resources. This evaluation may include community stakeholders and may focus on community trends, industry trends, and consumer trends.

6 FUNDING

6.1 The operation of all programming resources is funded by the Commission as part of its annual budget as approved by the four communities. The production of programming may be funded by the Commission or by the governmental entity requesting the programming.

6.2 The Commission may supplement that budget through sponsorship of programming by businesses, individuals, or community institutions and organizations. Such sponsorship is provided and acknowledged under the guidelines used by PBS (public television) to ensure that the sponsor has exercised no perceived or actual editorial control and that the program is not being cablecast on CCT or broadcast on Lakes FM principally because it promotes the sponsor's products, services, or other business interests. The Commission may also supplement that budget through advertising on behalf of clients on social media under the same PBS guidelines.

6.3 The costs of funding the production of live cablecasts of meetings are the responsibility of the community whose meetings are being cablecast.

7 PROCEDURES

7.1 SCHEDULING OF MEETING COVERAGE

In scheduling meeting coverage on Civic Center TV, the Commission uses the following guidelines to resolve scheduling conflicts.

- a Priority is given to live cablecasts of regular meetings, with the highest priority given to those meetings having the longest history of continuous coverage.
- b Coverage of special meetings is scheduled so as not to conflict with the coverage of regular meetings.
- c Regular meetings of the Township Board and City Councils have a higher priority than other boards and commissions.
- d In the case of a scheduling conflict not resolved by these guidelines, the Commission will mediate a resolution.

7.2 MEETING COVERAGE RULES

To ensure objectivity, the cablecasts of local governmental meetings adhere to the following rules of coverage.

- a Meetings are covered gavel-to-gavel, with no open microphones before the call to order, after adjournment, or during closed sessions. The only exceptions to the gavel-to-gavel rule are technical issues and an action of the governmental body being covered. A technical issue rendering the audio unintelligible shall result in termination of coverage. Video problems will be covered with a static graphic while audio continues. Once meeting coverage has begun with the Call to Order, with the exception of technical issues, coverage will only be

terminated when the chairperson announces that a majority of the governmental body has voted to terminate and directed Civic Center TV staff to end the cablecast.

- b When any person has been recognized by the Chair and is speaking, the director selects either a medium shot of that person or a cover shot of the meeting room. Individual reaction shots are not permitted.
- c If the Chair allows dialogue between two or more persons, the director selects either a shot wide enough to include those persons, a split -screen that includes only those persons, or a cover shot of the meeting room.
- d Electronic graphics are used to identify the governmental body being cablecast, elected and appointed officials, the date, and the time, and, at the end of meeting, to credit those responsible for the cablecast. Should the body be in recess or executive session, a message to that effect is displayed continuously throughout that time period.
- e Graphics identifying elected and appointed officials are displayed each time a person is recognized by the Chair, but not more frequently than once every five minutes.
- f No other electronic graphics, documents, or pictures are displayed except by direction of the Chair, with the exception of the meeting agenda.
- g Should there be any technical issues regarding the cablecast of any meeting, those issues will be brought to the immediate attention of the Chair if possible.

7.3 POLITICAL CANDIDATES AND BALLOT PROPOSALS

In order to ensure that coverage of political candidates and ballot proposals is objective:

- a A declared candidate for political office may not appear on Civic Center TV from the election filing deadline date for that office through the date of the primary and/or general election at which that candidate is on the ballot. Exceptions to this policy include
 - i) coverage of regularly scheduled or special meetings of boards, commissions, councils, and committees,
 - ii) bona fide newscasts and coverage of bona fide news events,
 - iii) and candidate forums and appearances sponsored by established non-partisan civic organizations, such as the League of Women Voters.
- b All programming focusing on ballot proposals, certified or pending certification, is objective and in accordance with Section 57 of the Michigan Campaign Finance Act, which prohibits the use of public funds or property to expressly advocate support for or opposition to a ballot proposal. Discussion of ballot proposals will be informative and objective, and participants may not express a position. An exception to this policy would be a public forum regarding a ballot issue sponsored by an established non-partisan civic organization, such as the League of Women Voters. In order to ensure objectivity in the coverage of ballot proposals, all participants will be required to attend an orientation session with the producer of the program in advance of production to discuss the guidelines governing objectivity. Following production, if there is a question regarding the participants' compliance with the guidelines, the Chairperson of the Greater West Bloomfield Cable Communications Commission, the Commission's Executive Director, and the General Manager of Civic Center TV will direct either that the program be broadcast as produced, be edited before distribution to comply with the guidelines, or not be distributed in any fashion.

8

RESEARCH AND DEVELOPMENT

8.1 To ensure that the programming resources continue to meet the changing and diverse needs of residents, the Commission regularly seeks feedback from stakeholders, including social media metrics.

8.2 Short and long-term strategic planning regarding allocation of resources is ongoing.

9

MARKETING

9.1 The Commission conducts ongoing marketing initiatives to acquaint residents within the four communities with its programming resources. Various methods are employed to attract new viewers and listeners as well as maintain loyalty among the current audience. These methods include social media, print advertising, public relations, cable commissioners as ambassadors, yard signs, banners, and other techniques.

10

EQUIPMENT

10.1 Production equipment owned by the Greater West Bloomfield Cable Communications Commission and the communities is used only by those persons or entities designated by the Commission or the Committee to provide and schedule programming for CCT.

11

OVERSIGHT

11.1 The Commission shall ensure that the operation of Civic Center TV, Lakes FM, and civiccentertv.com is in full compliance with its vision, mission, core beliefs and these policies and procedures. The Commission may delegate that responsibility to the Community Programming Committee and/or the Executive Director.

11.2 On a quarterly basis, the Committee shall review and evaluate how the Commission's programming resources vision (SECTION 1 of this document) is being fulfilled.