



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

Vision for Civic Center TV

Background

Civic Center TV is a community/municipal information service provided by the Greater West Bloomfield Cable Communications Commission to all residents of Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield via Comcast (Channels 15 and 915), AT&T (channel 99), and on-line at civiccentertv.com. This service serves residents of the four communities, elected and appointed officials, and local government institutions. The Commission believes that local cable and the internet are valuable community resources and that government at all level should be accessible and accountable.

Mission

The mission of Civic Center TV is to provide a unique local programming service of value to residents through the presentation of objective, non-political, non-partisan information about all aspects of life in Greater West Bloomfield, including the history of the area, the facilities and services provided by local government, and the importance of community organizations and institutions. That information is designed to foster a sense of community, promote civic involvement, and to improve the lives of residents and help them to be more knowledgeable citizens and voters.

Technology

The channel includes ongoing technology updates that keep it "state of the art" for both the operator and viewers. This technology provides informative programming that is an efficient use of resources, user friendly, both in content and presentations, and maximizes the ability to get the most timely, accurate information to the subscriber, in pleasing, varied formats. These updates are available for all types of programming whether viewed on the channel, character generator, and/or website.

Programming

Content is of value and interest to viewers of all ages and meets their varying needs for information to keep them well informed about issues, changing trends, services available, and events in the community that impact their lives, past, present, and future. Information provided is timely, balanced, accurate, professionally presented, easily available, and meets community standards.

Current content includes:

- programs and announcements regarding the operation of local government, including the four communities, public safety, library, parks and recreation, Oakland County
- programs and announcements about local initiatives and community activities and events
- programs about the history of the area
- interviews with and presentations by community leaders and elected and appointed officials
- election coverage, including forums involving candidates for local, county, state, and federal office and the presentation of election results
- live and recorded coverage of the meetings of local, county, and state governmental bodies
- coverage of community events
- programs of a general informational nature, focusing on public policy and governmental services

Research

A means of assessing viewer needs and the kinds of programming desired should be established on an ongoing basis. A feedback module could be built into the website as one means of determining the varying needs and interests, along with focus groups, and the use of such tools as Survey Monkey.

Development

Short and long term planning for allocation of resources should be ongoing and include the worst and best scenarios as planning options. The worst case would be loss of the channel resulting in webcasting being the venue for programming produced with a moderately priced HD camcorder and a laptop. The best would be continued funding at current or better levels with a state of the art studio and mobile capabilities. Funding could also be augmented with grants and underwriting.

Further developments could include branding the channel, possibly with a visible spokesperson, enlarging the capabilities of the channel to serve as a clearinghouse of information for all levels of government, and adding video shorts to the bulletin board. The channel could be part of an integrated communication system that includes access to a radio simulcast of televised and streamed content. GWBCCC could provide educational opportunities for stakeholders to utilize technology more effectively and responsibly.