



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

January 5, 2015 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on January 5 at Green Media Center. In attendance were Commissioners Anne Dziuba, the chairperson of the committee, Jim Endres, Harvey Gersin, John Horger, Suzanne Levine, and Deborah Macon. Also in attendance were Commissioner Lawrence Brown, Civic Center TV General Manager Dave Scott, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Brundage, Grogan, Krause, Kowalsky, and Walters.

Commissioners reviewed a report of 2015 Civic Center TV programming.

Mrs. Dziuba stated that her belief that committee consideration of needs assessment, vision, and community engagement should occur in tandem with the Commission's strategic plan as it develops over the next several months.

Mr. Albery reported that work continues on the Civic Center TV program regarding public access and video editing, with completion scheduled for late March.

He also reported that coverage of the December 9 meeting of the Oakland County Board of Commissioners was provided to Civic Center TV and, despite some minor technical glitches, was cablecast several times.

Mr. Scott reported improvements in the operation of WBLD, including new transmitter and antenna and studio upgrades at Green Media Center. Discussion of the radio operation focused on increasing school district and high school student involvement.

Commissioners reviewed a proposal from Mr. Scott for a new Civic Center TV news program starting in March. Discussion focused on the program in the context of enhanced distribution of CCT content through multiple community venues. Additional discussion focused on this programming initiative as an extension of the Cable Commission's 2015 strategic plan and the role of members of the commission in generating programming ideas. It was the consensus of members that planning for the new program continue as outlined.