



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

April 5, 2016 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on April 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 and Commission Executive Director Dave Albery. Not in attendance were Commissioners Brundage, Grogan, Krause, Kowalsky, and Walters.

Members reviewed a report of Civic Center TV programming for 2016. Discussion focused on using Civic Center TV to welcome new businesses to the community.

Mr. Albery reminded the committee that at its March 10 meeting, it had voted to recommend that the Commission revise its "Policies for the Operation of Civic Center TV" in regard to coverage of political candidates.

Mr. Albery reported his understanding that recording of the public access/video editing program has been completed and the project is awaiting post-production work before cablecast.

He also reported that Civic Center TV has been receiving and cablecasting coverage of meetings of the Oakland County Board of Commissioners.

The committee continued its discussion of the evaluation of Civic Center TV programming and reviewed both the evaluation instrument developed by Mr. Gersin and an adaption of that instrument to Survey Monkey developed by Mrs. Macon. Discussion focused on the advantages and disadvantages of an evaluation form in Excel, as an interactive pdf, or through Survey Monkey. Additional discussion focused on the use of a five-star rating system and what the stars would represent. Members agreed to ask Mrs. Macon to complete development of the Survey Monkey instrument, and the committee will then use it to evaluate programs in advance of the next committee meeting on May 3. Based on that experience, the committee will decide when and how to involve the rest of the Cable Commission in the program evaluation process.