



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

REPORT TO THE

KEEGO HARBOR CITY COUNCIL

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ORCHARD LAKE CITY COUNCIL

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SYLVAN LAKE CITY COUNCIL

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WEST BLOOMFIELD TOWNSHIP BOARD

FOR

JANUARY – JUNE 2021

In the first half of 2021, the Greater West Bloomfield Cable Communications Commission dealt with a number of business items:

- Civic Center TV programming
- cable industry trends
- Commission assistance to residents
- Sunshine Week
- new studio
- Comcast lift zones
- Chuck Scott recognition
- 2021 Special Projects
- State of the Communities
- public comment
- strategic planning process
- Emergency Broadband Benefit

CIVIC CENTER TV PROGRAMMING

The Commission received reports of programming produced in the first half of 2021 for cablecast and broadcast on Civic Center TV, Lakes FM, and WBTV.

Oakland County Megacast (130 episodes)
The Splash (6 episodes)
GWB Chamber of Commerce Installation of Board Officers
United We Walk 2021 Virtual Event
WBHS National Signing Day - February 3, 2021 (WB Schools)
COVID-19 Vaccine Townhall
(Henry Ford West Bloomfield Hospital, WB Parks, Chamber of Commerce, WBT Township)
Cook with Us: A Celebration of Black History Month (WB Parks)
WBHS Football Awards and Championship Banner Raising Ceremony
2021 State of the Communities (Virtual)
Perspectives on Traditional Native American Life – Apple Island
Pine Lake Cemetery Memorial Day Ceremony
PSA: West Bloomfield Township GFL Invoice Clarification

CABLE INDUSTRY TRENDS

At its meetings in the first half of 2021, the Commission received reports regarding changing consumer preferences in the cable television industry and the effect of those changes on the four communities and the Commission's ability to fulfill its mission.

COMMISSION ASSISTANCE TO RESIDENTS

At its meetings in the first half of 2021, the Commission received reports regarding assistance it provided to Comcast and AT&T subscribers in the four communities in the areas of customer service, billing, equipment, unburied cable, and installation costs.

SUNSHINE WEEK 2021

At its January meeting, the Commission adopted a resolution supporting Sunshine Week 2021, a national initiative advocating open and transparent government, and voted to recommend that each of the four communities do the same.

NEW LAKES FM STUDIO

At its February meeting, the Commission was introduced to the new Lakes FM studio and Megacast set in the TV studio at Green Media Center

COMCAST LIFT ZONES

At its February meeting, the Commission noted the establishment of "Lift Zones" by Comcast, community centers equipped with computers and internet service for public use.

CHUCK SCOTT RECOGNITION

At its March meeting, the Commission voted to recognize former West Bloomfield resident Chuck Scott for his contributions in establishing Lakes FM in 1974 and assisting in its renovation in 2015.

2021 SPECIAL PROJECTS

At its March meeting, the Commission received a presentation from its programming contractor Motown Digital regarding the need to increase Civic Center TV viewership, relevance, and economic stability in the face of changing technology and funding modalities.

STATE OF THE COMMUNITIES

In March, the Commission hosted the third annual “State of the Communities” a virtual event featuring Q&A with the elected leaders of Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield.

PUBLIC COMMENT

At its April meeting, the Commission received public comment regarding content posted on YouTube by Civic Center TV.

At its May meeting, the Commission received public comment regarding Civic Center TV content, identity, marketing, and promotion.

STRATEGIC PLANNING PROCESS

At its May and June meetings, the Commission received reports regarding the updating of its strategic plan.

EMERGENCY BROADBAND BENEFIT

At its May meeting, the Commission received information regarding the federal emergency broadband benefit available to eligible low-income households. The Commission discussed how the existence of the benefit can be communicated to residents.

The Greater West Bloomfield Cable Communications Commission is interested in your concerns or suggestions regarding its activities, Civic Center TV, Lakes FM, and cable service in the four communities. Please communicate any comments to Cable Commission Chairperson Harvey Gersin (248.681.4273, hgersin@gwbcable.org), Executive Director Dave Albery (248.682.6532, davealbery@gwbcable.org), or your community's representatives to the Commission.