



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

JULY – DECEMBER 2021

AND

2021 ANNUAL REPORT

From July through December 2021, the Greater West Bloomfield Cable Communications Commission dealt with a number of business items:

- Civic Center TV
- Commission assistance to residents
- cable industry trends
- 2021 initiative
- strategic plan
- programming and administrative contract services

CIVIC CENTER TV

At its monthly meetings, the Commission received reports regarding programming produced for cablecast on Civic Center TV in the second half of 2021.

Megacast (120 episodes)
Splash (15 episodes)
Splash Live (18 episodes)
WBHS National Signing Day
Sylvan Lake: 100 years and Flowing!
Orchard Lake Bond Issue Informational Video
Orchard Lake Museum Grand Re-Opening Ribbon Cutting Ceremony
Heroes Appreciation Event (West Bloomfield Parks)
Roosevelt School 100th Anniversary (Greater West Bloomfield Historical Society)

COMMISSION ASSISTANCE TO RESIDENTS

At its meetings in the second half of 2021, the Commission received reports of assistance provided to cable subscribers in resolving customer service issues with Comcast and AT&T.

CABLE INDUSTRY TRENDS

At its meetings in the second 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.

2021 INITIATIVE

At its September and December meetings, the Commission received reports regarding its 2021 initiative to increase Civic Center TV viewership, relevance, and economic stability, specifically the expansion of the Megacast to Waterford, Orion, and the entire state through the streaming app "My Michigan TV".

STRATEGIC PLAN, 2022-2025

At its October meeting, the Commission approved a strategic plan for the next three years.

PROGRAMMING AND ADMINISTRATIVE CONTRACT SERVICES

At its December meeting, the Commission renewed agreements with its contractors to provide programming and administrative services in 2022.

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

- Civic Center TV
- Commission assistance to residents
- cable industry trends
- Sunshine Week 2021
- Lakes FM studio
- Comcast Lift Zones
- Chuck Scott recognition
- State of the Communities
- public comment
- strategic plan
- emergency broadband benefit
- 2021 initiative
- programming and administrative contract services

CIVIC CENTER TV

At each of its monthly meetings, the Commission received reports of programs produced for cablecast on Civic Center TV in 2021.

Megacast (250 episodes)
The Splash (21 episodes)
Splash Live (18 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
Sylvan Lake: 100 years and Flowing!
Orchard Lake Bond Issue Informational Video
Orchard Lake Museum Grand Re-Opening Ribbon Cutting Ceremony
Heroes Appreciation Event (West Bloomfield Parks)
Roosevelt School 100th Anniversary (Greater West Bloomfield Historical Society)

COMMISSION ASSISTANCE TO RESIDENTS

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

CABLE INDUSTRY TRENDS

At its meetings in 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.

SUNSHINE WEEK 2020

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.

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 PLAN, 2022-2025

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

At its October meeting, the Commission approved a strategic plan for the next three years.

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.

2021 INITIATIVE

At its September and December meetings, the Commission received reports regarding its 2021 initiative to increase Civic Center TV viewership, relevance, and economic stability, specifically the expansion of the Megacast to Waterford, Orion, and the entire state through the streaming app “My Michigan TV”.

PROGRAMMING AND ADMINISTRATIVE CONTRACT SERVICES

At its November meeting, the Commission renewed agreements with its contractors to provide programming and administrative services in 2021.

The Greater West Bloomfield Cable Communications Commission is interested in your concerns or suggestions regarding its activities, Civic Center TV, 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.