

SECTION 4

SCOPE OF SERVICES

Civic Center TV programming includes meetings, events, local, county, regional news, municipal information and reports from officials, public service information and updates, promos, local businesses, local sports, hobbies, interests, leisure time activities, entertainment, talent shows, the arts, health, the environment, human interest stories, candidates forums, emergency preparedness and notifications. (Note: Contractor produced local news and events programs should include visuals, B-roll and graphics)

Formats:

Short and long forms (few minutes – 2 hours +), PSAs, promos, on location, studio productions, video clips suitable for YouTube

Sources:

Contractor generated, public submissions, imported programming
(All programs should conform to the guidelines in the Programming Resources document, Section 5, attached in Appendix A.)

Organizations and Institutions as potential sources of subject material:

(including but not limited to)

County Government, Municipalities, Police and Fire Departments, West Bloomfield Library, WB and Keego Harbor Parks and Rec, WB Youth Assistance, Optimist Clubs, Rotary Organization, Greater West Bloomfield Historical Society, Religious Organizations, Chamber of Commerce, Jewish Community Center, Friendship Circle, Youth Sports Leagues, Hospitals, Veterans, Subdivisions

Annual Events Traditionally Covered: GWB Chamber of Commerce Installation of Board Officers, State of the Communities, Greater West Bloomfield Michigan Week Community Awards Breakfast, West Bloomfield Youth Assistance Youth Recognition Awards, Keego Harbor Memorial Day Parade, Sylvan Lake Memorial Day Parade and Ceremony, Pine Lake Cemetery Memorial Day Ceremony, Health and Wellness Fair, Orchard Lake Fine Art Show, Oakland Activities Association Football Media Day, West Bloomfield Laker Football – Live Coverage, This Week in Laker Football, West Bloomfield Fire Department Open House, Chamber of Commerce Leadership Breakfast, Heroes Appreciation Breakfast, League of Women Voters Candidate Forums

Contractually Mandated Events: West Bloomfield School District Board of Education (monthly meetings), United We Walk, West Bloomfield High School Honors Convocation and Commencement

Contractor: Staffing, Production, Scheduling and Editing of Programs, Performance Metrics, Equipment Maintenance, Management of Website (including posting of all programming and program segments in the On-Demand archive), Program Guide, Maintenance of Social Media Presence (posting all programming and programming segments on the major social media sites), Partnerships, Marketing, Branding, Collaboration with 501c3 Friends Group, Programming for 89.3 FM radio station (simulcast), Collaborative Operation of Channel 19 School Channel

CIVIC CENTER TV PROGRAMMING 2023/2024

RECURRING - DAILY

The Splash Live (240 episodes/year)

Scheduled Coverage of Municipal Meetings

RECURRING – ANNUALLY

United We Walk

GWB Chamber of Commerce Installation of Board Officers

State of the Communities

Greater West Bloomfield Michigan Week Community Awards Breakfast

West Bloomfield Youth Assistance Youth Recognition Awards

Keego Harbor Memorial Day Parade

Sylvan Lake Memorial Day Parade and Ceremony

Pine Lake Cemetery Memorial Day Ceremony

West Bloomfield High School Honors Convocation

West Bloomfield High School Commencement

Health and Wellness Fair

Orchard Lake Fine Art Show

Oakland Activities Association Football Media Day

West Bloomfield Laker Football – Live Coverage (9 regular season games plus playoff games)

This Week in Laker Football (10 episodes)

West Bloomfield Fire Department Open House

Chamber of Commerce Leadership Breakfast

Heroes Appreciation Breakfast

League of Women Voters Candidate Forums

NON-RECURRING

Restoring 2690 Pine Lake Road (Greater West Bloomfield Historical Society)

Tour of New Orchard Lake Police Station and DPW Facility

WB Parks Connect Re-Opening

E. Leroy Pelletier (Greater West Bloomfield Historical Society)

WB Parks Pine Lake Park Dedication

Greater West Bloomfield Historical Society 50th Anniversary Recognition

Recreation Activities Center Expansion Proposal

Greater West Bloomfield Historical Society History through Maps Presentation

Honoring Roosevelt

PROMOS & PSAs

Community Awards Breakfast

Youth Recognition Awards

Food Truck Rally

Health and Wellness Fair

Chamber of Commerce Leadership Breakfast

Orchard Lake Fine Art Show

Family Fun Night

Fire Department Open House

Laker Football

Heroes' Appreciation Breakfast

United We Walk

Kindergarten Roundup

Class of 2024 Graduation Promo

Memorial Day Coverage Promo