

RESPONDENT INFORMATION SECTION 6 VISION FOR CABLE





COMMUNITY ACCESS TELEVISION

BLOOMFIELD COMMUNITY TELEVISION AND
THE GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION SHARE THE SAME MISSION:

SERVE OUR COMMUNITY WITH COMPREHENSIVE, LOCAL INFORMATION ABOUT ALL ASPECTS OF LIFE IN
OUR COMMUNITY. THIS INCLUDES LOCAL HISTORY, PUBLIC SERVICES AND FACILITIES PROVIDED BY LOCAL
GOVERNMENT, AND THE BENEFITS OF COMMUNITY PARTNER ORGANIZATIONS AND INSTITUTIONS.

THIS MISSION IS CARRIED OUT BY OUR DEDICATED TEAM.

STAFFING



OUR FULL AND PART-TIME STAFF HAVE MORE THAN 200 YEARS OF COMBINED EXPERIENCE WORKING IN COMMUNITY TELEVISION.

FULL-TIME STAFF



Carrie LeZotte
Director of
Cable &
Community
Relations



Greg Black
Operations
Manager
Community
Relations



Steve Rota
Operations
Manager
Cable



Jose Guzman
Grants &
Engagement
Coordinator



Amy McKaig
Digital
Content
Coordinator



20 PART-TIME STAFF

- SENIOR PRODUCTION SPECIALIST
- VIDEOGRAPHER/EDITORS
- PRODUCER/EDITORS
- ON-CAMERA TALENT
- CABLE ASSISTANTS

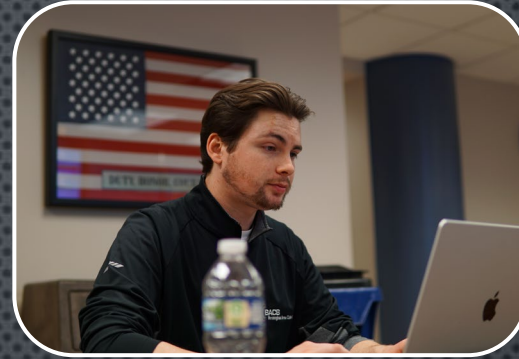
LAUNCHING CAREERS

We pride ourselves on being a launching pad for young professionals entering the field.



Michael Abels

News Photographer with
WWMT Kalamazoo



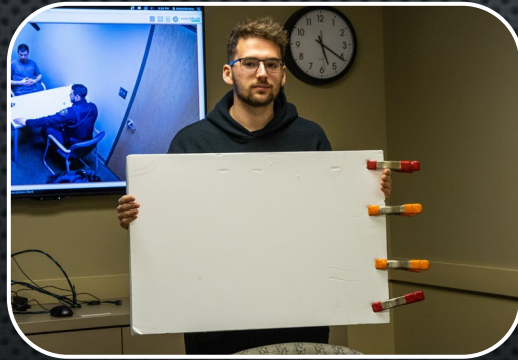
David Fantow

Media Production Specialist,
City of Rochester Hills



Aya Amena

Producer, Video Production
Specialist at UM Dearborn



Connor McGray

Director of Media &
Marketing, Sanborn
Construction Group



Damon Finney

Associate TV Producer, Word
of Faith International
Christian Center



Caeley Smith

Store Consultant, FedEx
Printing

GREATER WEST BLOOMFIELD CABLE COMMISSION

GOALS

- CONTINUE EFFORTS TO BE THE GO-TO SOURCE FOR LOCAL INFORMATION AND RESOURCES
- PROVIDING GOVERNMENTAL TRANSPARENCY
- TELL THE CABLE STORY
- INCREASE COMMUNITY PARTICIPATION AND ENGAGEMENT
- EVOLVE CABLE TO INCLUDE DIGITAL SERVICES

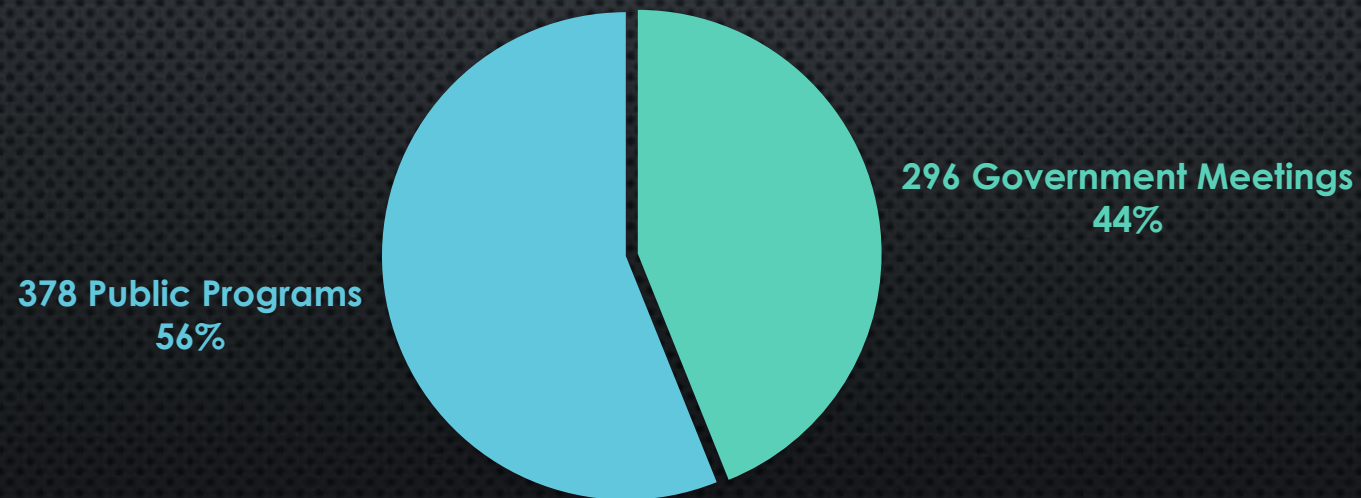
OUTCOMES

- DEEPEN COMMUNITY AWARENESS FOR THE SERVICES CABLE CAN AND WILL PROVIDE
- FISCAL REPORTING AND FORECASTING
- SIMPLIFY CABLE LEGISLATION
- GROW LOCAL PROGRAMMING PRODUCTION
- MEET DIGITAL LITERACY NEEDS IN COMMUNITY

CONTINUE EFFORTS TO BE THE GO-TO SOURCE FOR LOCAL
INFORMATION AND CONNECTING THE COMMUNITY TO RESOURCES

CURRENT BCTV PROGRAMMING

714 TOTAL PRODUCTIONS



TYPES OF PUBLIC PROGRAMS



SPORTS/CONCERTS/
PARADES

47



LECTURES

74



PSA/DOC/SPECIAL
PROGRAMS

40



PODCASTS

257

PROVIDE GOVERNMENTAL TRANSPARENCY

- RECORD AND BROADCAST ALL MUNICIPAL MEETINGS
- MAKE THE RECORDINGS EASY TO FIND AND ACCESS
- MAINTAIN DOCUMENTATION OF BUDGETS, SPENDING AND ASSETS
- CLEARLY EXPLAIN THE FUNDING PROCESS FOR CABLE
- OPERATE WITH A HIGH LEVEL OF INTEGRITY

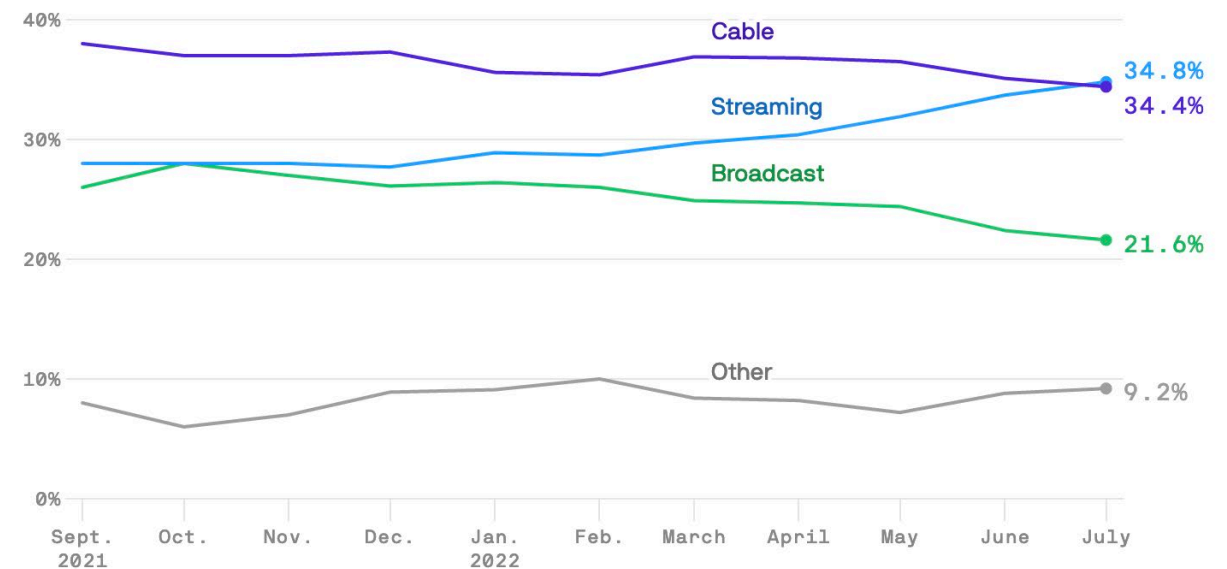
TELL THE CABLE STORY

- COLLABORATE WITH OTHER COMMUNITY ACCESS STATIONS AND COMMUNITY PARTNERS TO WORK ON MICHIGAN LEGISLATION
- ENGAGE TOWNSHIP OFFICIALS TO EXPLAIN THE FUNDING AND COMMUNICATION RESOURCES AT STAKE
- CREATE CONTENT THAT EXPLAINS ALL THAT CABLE DOES FOR THE COMMUNITY AND GENERATE REGULAR PRESS RELEASES LIFTING UP LOCAL PRODUCERS

FUNDING DECREASES AS STREAMING GAINS POPULARITY

Share of total TV consumption, by type

For people ages 2+; Monthly, September 2021 to July 2022



Data: Nielsen; Chart: Axios Visuals

ENGAGING OUR COMMUNITIES

- PROVIDE LEARNING OPPORTUNITIES FOR COMMUNITY MEMBERS TO ENGAGE WITH THE STUDIO SPACE
- INCLUDE COMMUNITY MEMBERS OF ALL AGES
- LEVERAGE PARTNERSHIPS TO EXPAND THE REACH OF PROGRAMMING ALREADY PRODUCED IN THE COMMUNITY
- SAY "YES" TO NEW IDEAS AND WAYS OF USING OUR SPACES TO BRING THE COMMUNITY TOGETHER



Open Houses



Orientations



Live Productions



Youth Workshop

EVOLVE CABLE TO INCLUDE DIGITAL SERVICES


- WEEKLY EMAIL TO DRIVE PEOPLE TO VIDEOS AND CABLE EVENTS
- DIGITAL CABLE GUIDE THAT LINKS TO YOUTUBE VIDEOS
- APP DEVELOPMENT
- FACEBOOK AD PLACEMENT
- DIGITAL LITERACY WORKSHOPS

IMPLEMENTING NEW IDEAS

MONTHLY NEWSLETTER — LOCAL LENS

Local Lens

Celebrating Community Stories



Carrie LeZotte, Ziggy Klett, and Steve Rota in a planning session for the live performance of 47 Chairs.

Hi Bloomfield Twp,


Let's put on a show!

You may have guessed, I was a theater kid, so I'm excited to be opening up our BCTV studio for three performances of Ziggy Klett's one-man show *47 Chairs*.

If YOU have a show you'd like to put on in our studio or a podcast idea to explore, be sure and RSVP for the BCTV orientation happening just prior to the cookie party on December 14. It's the first step in becoming a community producer.

Hope to see you soon,

Carrie LeZotte
Director
Cable and Community Relations
Bloomfield Township



PRINTABLE + DIGITAL PROGRAM GUIDE

Public Meetings

Board Of Trustees Meeting
Second and fourth Monday of each month @ 7 PM

Design Review Board Meeting
First and third Wednesday of each month @ 2 PM

Planning Commission Meeting
First and third Monday of each month @ 7 PM


Zoning Board Of Appeals Meeting
Second Tuesday of each month @ 7 PM


Weekday Schedule

Comcast Channel 15 — AT&T Channel 99


| Time | Monday | Tuesday | Wednesday | Thursday | Friday |
|----------|-------------------------------------|-----------------------------|--|--|---|
| 9:00 AM | Chamber Music | Agnes Health | Gracefully Greeting | League of Women Voters Oakland Area | Coffee with Carrie |
| 9:30 AM | | About You | Coffee with Carrie | Eye on Oakland | |
| 10:00 AM | Senior Fitness | Senior Fitness | Senior Fitness | Senior Fitness | Senior Fitness |
| 11:00 AM | | AP on Play | The Collectors | Gracefully Greeting | Health Talk |
| 11:30 AM | BACS Sports | Art and Design | Healing Home | Community Policing | Healing Home |
| 12:00 PM | | Bloomfield in Focus | Sparkle | Birmingham Bloomfield Chamber Luncheon | Healing with Katerine |
| 12:30 PM | Sparkle | Bottom Line | Michigan Entrepreneur | | Michigan Entrepreneur |
| 01:00 PM | | | | | |
| 01:30 PM | Senior Fitness | Senior Fitness | Senior Fitness | Senior Fitness | Senior Fitness |
| 02:00 PM | League of Women Voters Oakland Area | Spectrum Orchestra | Bloomfield Township Meeting | Health Talk | |
| 02:30 PM | | | | Bulletin Board | BACS Sports |
| 03:00 PM | Lunch and Learn Lecture Series | Coffee with Carrie | Bulletin Board | Michigan Entrepreneur | |
| 03:30 PM | | Eye on Oakland | Bottom Line | Healing Home | Agnes Health |
| 04:00 PM | Agnes Health | Health Talk | Birmingham Musicals | | About You |
| 04:30 PM | About You | Healing Home | | BACS Sports | Bottom Line |
| 05:00 PM | AP on Play | Healing with Katerine | Birmingham Bloomfield Chamber Luncheon | Coffee with Carrie | Bloomfield in Focus |
| 05:30 PM | Bulletin Board | Michigan Entrepreneur | | | Eye on Oakland |
| 06:00 PM | Let's Plant Houses | Sparkle | Health Talk | Bottom Line | Bloomfield Republican Women's Club Luncheon |
| 06:30 PM | Gracefully Greeting | The Collectors | Just Ask | Bloomfield in Focus | |
| 07:00 PM | | | Lunch and Learn Lecture Series | Art and Design | Spectrum Orchestra |
| 07:30 PM | | | | AP on Play | |
| 08:00 PM | Bloomfield Township Meeting | Bloomfield Township Meeting | Bloomfield in Focus | About You | Michigan Entrepreneur |
| 08:30 PM | | | Community Policing | Agnes Health | AP on Play |
| 09:00 PM | | | BACS Sports | Concert Band | The Collectors |

Scan the QR code below to watch public meetings LIVE!







Coffee with Carrie
Bloomfield in Focus




Healing Home
Bloomfield in Focus



Health Talk
Bloomfield in Focus



Michigan Entrepreneur
Bloomfield in Focus



Bloomfield Republican Women's Club Luncheon
Bloomfield in Focus

- SEARCHABLE BY GOOGLE, VIDEOS ARE EASY TO FIND, SHARE AND VIEW
- PLAYLISTS ORGANIZED BY CONTENT
- COMMUNITY PARTNERS AND PRODUCERS CAN EMBED AND SHARE CONTENT

[Home](#)
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[Live](#)
[Podcasts](#)
[Playlists](#)
[Community](#)

Created playlists Sort by

The Franklin Show
View full playlist

City of Bloomfield Hills
View full playlist

The Bigger Picture
Updated 7 days ago
View full podcast

CHOPZ
Updated today
View full podcast

Bloomfield Township Senior Services
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Baldwin Public Library Board and Trust Meetings
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Senior Center Facts For Fifty Plus
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North American Active Assailant Conference
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Oakland County Sheriffs Department
View full playlist

Building Together Hosted by Leo Savoie
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Bloomfield Township Public Library Board of Trustees...
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Bloomfield Township Public Library Program and Events
View full playlist

Subscriptions

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Public Works

Bloomfield Hills Schools

Let's Plant Houses

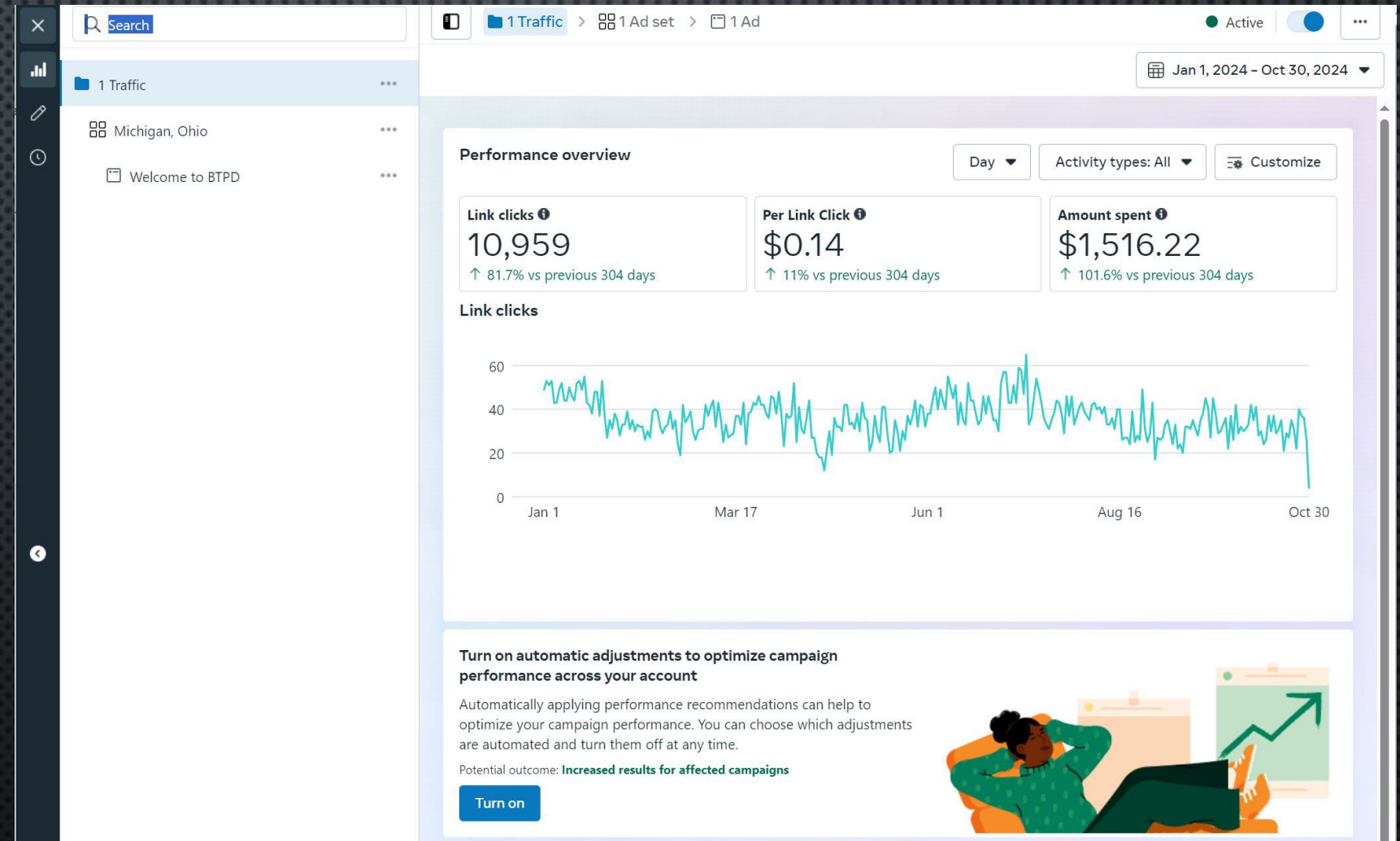
Clerk's Office

MCI Training and more with BTPD

Retirement Videos

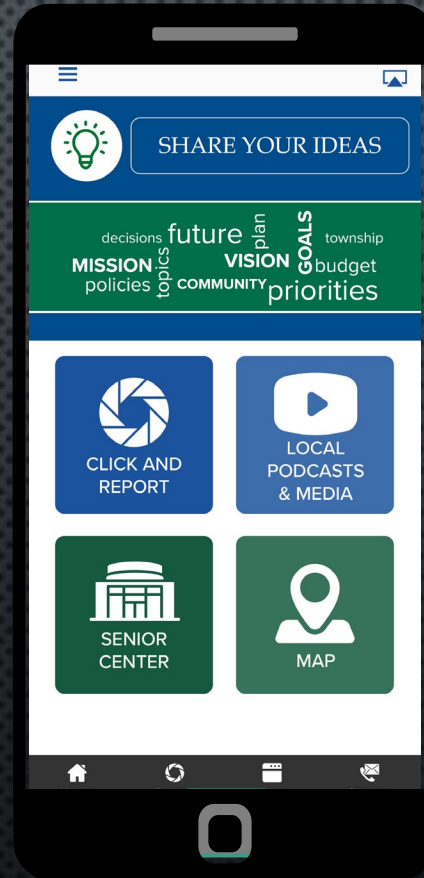
FACEBOOK ADS AND MARKETING

- USE NEW PLATFORMS TO DRIVE PEOPLE TO THE VIDEOS
- DEDICATE A BUDGET TO DIGITAL ADS
- SEND OUT A WEEKLY ENEWS WITH VIDEO HIGHLIGHTS AND COMMUNITY EVENTS



MOBILE APP

- SIMPLE AND INEXPENSIVE
- DIRECTS PEOPLE TO LOCAL MEDIA RESOURCES
- CONNECTS COMMUNITY TO GOVERNMENTAL RESOURCES



Available for Download Now!