

SWOCC STUDIOS



SOUTHWESTERN OAKLAND CABLE COMMISSION

ANNUAL REPORT 2004-2005

FROM THE EXECUTIVE DIRECTOR



Caren Collins,
Executive Director

You'll notice a few differences in this annual report. In the past, we reviewed the calendar year, January through December. But since our fiscal year and production budgets operate July through June, we're changing the annual report to align this and provide the most accurate information.

As a result, some of the comparisons, although for a 12 - month period, do not align with the previous annual reports. And we've also included additional numbers for the first six months of 2004 (which were not in a prior report) to keep you posted on our progress.

2004-05 was a year of "Definition." SWOCC updated its 20-plus year old Multi-jurisdictional agreement, its by-laws, and defined a new Public Access Promotion Committee. SWOCC more clearly defined and established Public, Community and Government Access in our communities.

We've begun to see more sharing of the resources, which was originally intended when we built the new SWOCC Studios. More volunteers are being trained and stepping forward to assist with government and community productions, so SWOCC can cover more of the communities.

This past year, production budgets were also defined for each city. This enabled SWOCC to provide a level of production which more closely matches the financial contribution each city makes to SWOCC in franchise fees.

Another definition came in staffing. Because of individual expertise and changing technologies, several staff members are taking on more specialized roles. This enables us to complete projects on a more timely basis. Still, all employees are cross-trained to handle various situations.

There were indeed defining moments in 2004-05. This report highlights all of them.

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SOUTHWESTERN OAKLAND CABLE COMMISSION

33300 Nine Mile Road
Farmington, MI 48336

Southwestern Oakland Cable 2004-'05 Commission

THE BOARD

The SWOCC Board is a regulatory body (representing the cities of Farmington, Farmington Hills and Novi) which oversees the contract with the cable company and handles other regulatory matters pertaining to cable television in the three cities.

Jerry Ellis

Farmington Hills, CHAIRMAN

Steve Brock

Farmington Hills

Lou Csordas

Novi

Craig Klaver

Novi (Retiring)

Jim Mitchell

Farmington

Vince Pastue

Farmington



SWOCC STUDIOS

'04-'05

Southwestern Oakland Cable

2004-'05 Commission

The '04-'05 Fiscal year brought about a lot of changes at SWOCC Studios, and a shift in staff was among the "Reinvention" of SWOCC in 2004. These changes took place with *new hires in Winter 2005.

MANAGEMENT

Caren Collins

Executive Director

Eric Angott

Video Operations Manager

FULL TIME STAFF

Melissa Cohn

Community Relations

Katherine Georgas

Community Producer

Steve Merglewski

Sr. Editor / Graphics

Dave Reinhardt

Video Playback Operator

Shana Thompson

Production Technician

***Nathan Hartwick**

Videographer

***Jeffrey Sepulveda**

Videographer

PART TIME STAFF

Suzanne Arabian

Secretary

***Charlena Owens**

Communications Assistant

***Benjamin Bell**

Production Assistant

***Jeremy Bowerman**

Production Assistant

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2004-'05 Commission

2004-2005 CABLE CUSTOMER COMPLAINTS

'04-'05: 40 Complaints

Note: This does not include the 29 complaints from Jan. '04 - June '04.

2003: 45 Complaints

↑ 2004: 50 Complaints

2004-2005 TOP COMPLAINTS REGARDING BRIGHT HOUSE

1. Rates are too high
2. No competition
3. Cable Outage
4. Programming and Services

CABLE RATES

★ ***Basic Service*** (channels 1-23) –
no increase due to SWOCC Rate
Regulation Agreement of
November 30, 2002 holding BST
Rates at \$11 a month until
December 31, 2004.

↑ *Expanded Basic* (channels 23-82)
Rates increased by \$ 2.20 -
6% increase from last year.

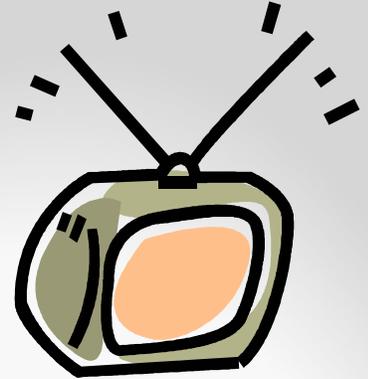
Southwestern Oakland Cable

2004-'05

Commission

MISSION STATEMENTS

The mission statements were re-written this year to clarify each access position. Most importantly, Community and Public Access were given an updated focus.



GOVERNMENT ACCESS

To provide production and playback of television programming for the cities of Farmington, Farmington Hills and Novi in the most cost-effective manner. The local government (city) produces programming and has sole responsibility for content.

COMMUNITY ACCESS

To provide a venue, resources and opportunities for the greatest number of residents of the cities of Farmington, Farmington Hills and Novi to utilize the medium of television in a variety of forms in the most cost-effective manner. SWOCC Studios produces programming and has sole responsibility for content and programming may be executed by SWOCC staff with volunteer assistance.

PUBLIC ACCESS

To provide a venue, resources and opportunities for residents of the cities of Farmington, Farmington Hills and Novi to utilize the medium of television to independently produce their own non-commercial, non-profit message in the most cost-effective manner. Groups or individuals produce programming and have sole responsibility for content without censorship or editorial override. Programming maybe executed by volunteer or produced elsewhere and submitted by residents.

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2004-'05

Commission

HIGHLIGHTS

- ★ Updated Multi-jurisdictional Agreement (which created SWOCC) between cities of Farmington, Farmington Hills and Novi.
- ★ Updated SWOCC Bylaws and created new Public Access Promotion Committee with 6 members appointed by each city according to population.
- ★ SWOCC Studios officially launches new website: www.swocstudios.com.
- ★ SWOCC Studios holds 3rd annual open house for the public to tour the state-of-the-art facility and meet the professional staff.
- ★ SWOCC Studios opens facility for the 1st Red Cross Blood Drive in June '04. SWOCC also reported live from the Blood Drive to encourage viewers to donate blood. The 2nd annual blood drive was also a success in June '05.
- ★ SWOCC Board approves mission statements for government, public, community and educational access.
- ★ SWOCC Launches Community Access, which enlists Public Access volunteers on SWOCC-produced programs to better cover the communities.
- ★ SWOCC institutes an awards program for Community Access volunteers.
- ★ At Founders Fest, SWOCC's production van gives people an inside look and gives residents a chance to appear on camera for Founders Fest promos.
- ★ Santa Call-In program (Dec '04) receives the most calls (42+ in an hour) since the program's inception, and is produced as a Community Access show cablecast live on Farmington 15 and Novi TV-13.
- ★ SWOCC STUDIOS exclusively tapes Detroit Mayor Kilpatrick at Oakland County Commissioners meeting on water rate increase.



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2004-'05 Commission

COMMUNITY RELATIONS

PUBLICITY

- ★ www.swoccstudios.com launches.
- ★ Farmington/Farmington Observer, Gazette, Novi News, Lifestyles Magazine, Novi.org, and Michigan Vue articles
- ★ 3rd annual SWOCC Studios Open House (100 attend and several local businesses donate food and door prizes).
- ★ SWOCC Studios monthly electronic news updates



COMMUNITY PARTICIPATION

- ★ Judging site for NATOA and Hometown Video Awards
- ★ "Float" in Farmington Founders Parade (8 public access participants).
- ★ "Booth" at Farmington Founders Festival (2 Days).
- ★ Member of Farmington Area Interagency Council, Farmington and Novi Chambers.
- ★ Community Connection show features 12 non-profit organizations.
- ★ Facility tours (12) for Scouts and other Community organizations.

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2004-'05 Commission COMMUNITY RELATIONS

COMMUNITY PARTICIPATION (cont.)

- ★ Host Farmington Chamber "Morning Connection" breakfast with 75 participants.
- ★ Red Cross Blood Drive (June), with live "updates" through the day on all four channels.
- ★ Live Farmington School Board debate in May.
- ★ Candidate Debates in September (2).
- ★ Sponsor of the Farmington Funny Film Festival.
- ★ Presenter at Alliance for Community Media Regional Conference (Troy).
- ★ Candidate Forums for Oakland County State Representatives and County Commissioners.



Southwestern Oakland Cable

2004-'05 Commission

REVENUE

2004 HIGHLIGHTS

- ★ **SWOCC Franchise Fee Revenue increased 2.5 % to \$ 561,974 in 2004.**
- ★ **The One Percent Access Grant also increased 2.5% to \$ 293,598.**
- ★ **Total SWOCC Budget \$ 855,572**

REVENUE PROJECTS

- **\$ 1,555.00 in outside revenue received from Campaign Video**
- **\$6,900 pending receipt from two production companies**

IN-KIND PROJECTS

SWOCC Studios continues to participate "in-kind" with Community Access productions. "in-kind" services include recognition in brochures, public thanks at events and food or other materials for events/productions.

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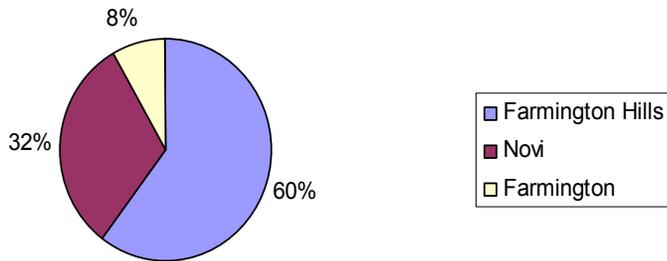
2004-'05 Commission

PROGRAM BUDGET

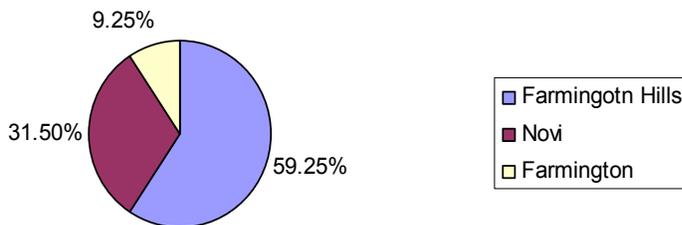
In the past, SWOCC produced government programming, on a requested basis. However, this year a budget based on the amount each city contributes in franchise fees was established.

This enabled each City to plan those events and programs it wants covered, and in what manner. This also allows SWOCC to better allocate staff and resources throughout the year. As a result, some former government programs are now produced by SWOCC with volunteer assistance as community access productions.

'04-'05 Franchise Fee Contributions



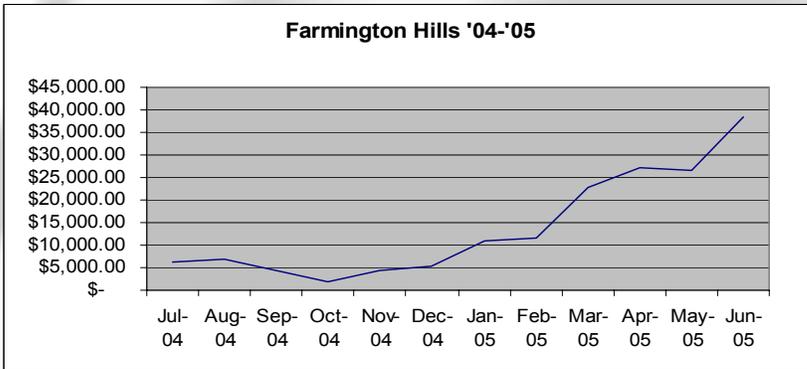
'04-'05 Percentage of Government Access Spending



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2004-'05 Commission

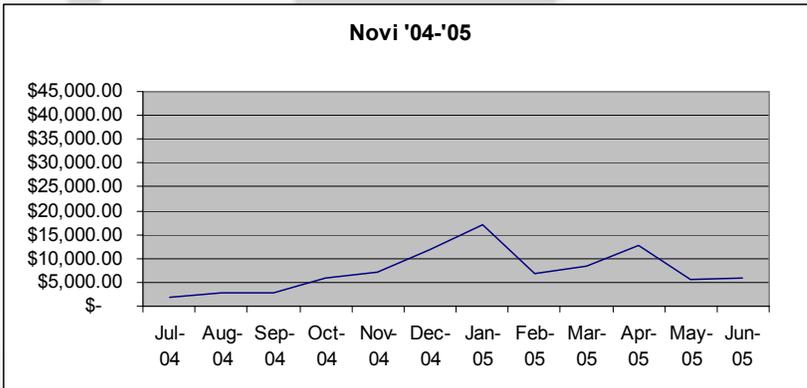
FARMINGTON HILLS CHANNEL 8



In July, Channel 8 spent conservatively. However, spending has steadily increased.



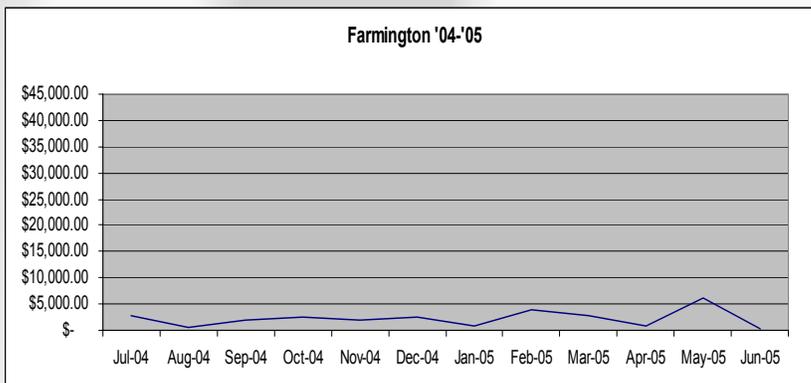
NOVI CHANNEL 13



Novi's budget helped the city spend its money at a more consistent level. Programming increased and was produced more efficiently.



FARMINGTON CHANNEL 15



Farmington contributes a smaller amount. In the past the city was allocated the most productions and resources. Now, programming is still consistent, but resources are more evenly distributed.



SWOCC STUDIOS

'04-'05

Southwestern Oakland Cable

2004-'05 Commission

GOVERNMENT ACCESS STATISTICS

Note: Production expenditures and quantity of productions will reflect data starting on 7/1/04 for the fiscal year of '04-'05.

CITY SPENDING

	2003		'04-'05
City of Farmington Hills	\$43,220	↑	\$166,737
City of Novi	\$146,640	↓	\$88,915
City of Farmington	\$73,737	↓	\$26,264
TOTAL	\$263,597	↑	\$281,961
<i>(A 7% increase over 2003)</i>			

NUMBER OF PROGRAMS PRODUCED

	2003		'04-'05
City of Farmington Hills	176		184*
* Figure does not include 70 programs produced between Jan. '04 – June '04			
City of Novi	87		90*
* Figure does not include 30 programs produced between Jan. '04 – June '04			
City of Farmington	97		21*
* Figure does not include 29 programs produced between Jan. '04 – June '04			

SWOCC STUDIOS

'04-'05

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2004-'05 Commission

FARMINGTON HILLS

- ★ **184** productions completed this fiscal year, eight more than 2003.
- ★ Paul Cischke hired Full-Time in the Video Division.
- ★ Channel 8 website launched with program guide.
- ★ Video Division Staff attended a comprehensive lighting workshop at Detroit Power and Light.
- ★ SWOCC Studios staff is enlisted to produce and complete City programs.

TELEVISED MEETINGS

- ★ **40** taped Council and Planning Commission Meetings



PROGRAMMING HIGHLIGHTS

- *MCMR: Many Faces One Community*
- *EDC: Great Place for Business*
- *CCCEP program series*
- *Down to Earth*
- *EDC: The Works*
- *MYC Magazine*
- *FHGC: Playing 1-9*

Southwestern Oakland Cable 2004-'05 Commission

NOVI

- ★ Several new programs introduced in '04-'05: *Common Knowledge, Common Knowledge Update, City Snapshots and Anatomy of a City.*
- ★ Other programs were given a visual boost: *Sheryl in the City, Update Novi, and Construction Updates.*

TELEVISED MEETINGS

- ★ *110 meetings televised on Channel 13.
*This includes four Budget meetings. Does not include 19 meetings scheduled from Jan. '04-June '04

AWARDS

2004 HOMETOWN AWARDS (National)

First place, *Channel Novi 13 promo,*
First Place, *Fuerst Farm Family Picnic*
Honorable Mention,
Novi Memorial Day Parade, 2003

2004 NATOA (National)

Second Place, *Veteran's Recognition Poem*
Honorable Mention, Excellence in Government
programming, *Novi TV 13*
Honorable Mention, *Brain Teasers*

2004 Philo T. Farnsworth Awards (Regional)

First place, *Novi Fall Promo*
First place, *Election Inspector Training Video*
First place, *Election Results Promo*
Finalists, *Brain Teasers, Staff Spotlight Open, Election
Inspector Training video, Novi Police Roundtable*



Southwestern Oakland Cable 2004-'05 Commission

FARMINGTON

- ★ New video promotional campaign introduced for the Pavilion Committee.
- ★ MGTV runs daily 10 a.m. – 2 p.m.
- ★ DRIS (Detroit Reading Information Source) provides audio during bulletin board segments throughout the day.

AWARDS

2004 NATOA (National)

Third place *Holocaust Memorial Center*

2004 Philo T. Farnsworth Awards (Regional)

First place, *Beyond the Stained Glass*

2005 Hometown Awards (National)

First place, *Santa Call-In 2004*



SWOCC STUDIOS

'04-'05

Southwestern Oakland Cable

2004-'05 Commission

COMMUNITY ACCESS STATISTICS

Although SWOCC produced programs for the Community in the past, it was not as clearly defined as it is now. Furthermore, several government productions now enlist access volunteers and have become Community Access productions.



QUANTITY OF *COMMUNITY ACCESS* PRODUCTIONS DOUBLED

	2003	'04-'05
SWOCC STUDIOS	14	32*



*Figure does not include 7 programs produced from Jan. '04 – June '04

Community Access productions include:

- Community Connection
 - Lansing Connection
- Commissioners' Corner
 - Santa Call-In
 - Candidate Forums
 - Candidate Debates

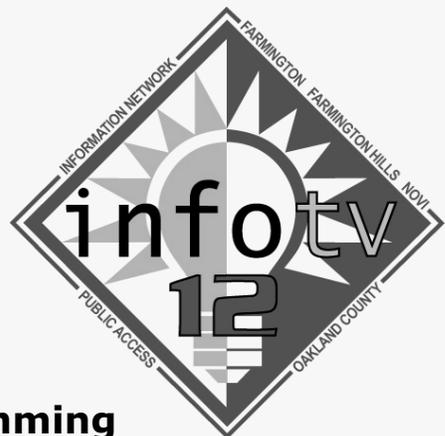
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2004-'05 Commission

PUBLIC ACCESS

↓ 163 Programs submitted for cablecast. (Down 10 from 2003).

↑ 489 Externally Produced programs submitted for cablecast.
(Up 26 from 2003).



PLAYBACK

↑ **2004 - 8,469.12 hours of programming
cablecast on INFO TV-12**
2003 - 7,178.47 hours of programming cablecast
on INFO TV-12

↑ **2004 - 309.15 hours of first run
programming**
2003 - 306.17 hours of First Run programming

Southwestern Oakland Cable 2004-'05 Commission

PUBLIC ACCESS

WORKSHOPS More training in '04-'05

	2004-05	2003	Jan. '04 – June '04
Total Workshops	25	19	15
Remote	3	1	1
Studio B	10	6	6
Studio A	2	1	5
Editing	3	1	1
Producers	4	2	1
Orientation	3	4	1

ACCESS USERS

- ★ Although an additional set of workshops was offered in 04-05, this drew only three new participants when compared with 2003. Nine fewer people became certified access users despite the greater number of classes offered.

2003 – 49 certified

'04-'05 - 40 certified

- ★ The number of total active public access users remains consistent at 67.

Although community members continue to volunteer, the number of those who fail to re-commit is equal to those who are new volunteers.

* Note: Half of those certified in '04-'05 completed classes at the end of the fiscal year and are not yet logged as active.

Southwestern Oakland Cable 2004-'05 Commission

LOOKING AHEAD FOR 2005-2006

- ★ More than \$ 290,000 approved in capital expenses for new studio cameras, van upgrades, and playback system.
- ★ **NEW Public Access Promotion Committee -**
To serve as a resource to SWOCC in promoting access usage and access channel viewership in the SWOCC communities with members appointed by each city according to population.
- ★ Expand intern and volunteer programs.
- ★ New SWOCC Commissioner for City of Novi - Sheryl Walsh.
- ★ New Novi Production Specialist – Jeffrey Sepulveda
Note: When Andy Bonjour, Novi Production Specialist, resigned at the end of January '05, SWOCC Staff covered productions for the remainder of the fiscal year.
- ★ Increase public presence of SWOCC Studios in the cities of Farmington Hills, Novi and Farmington.

