



O'Leary, Dan <olearyd@washingtontwpmi.org>

FW: cable proposal

1 message

Richard Cory <RCory@brucetwp.org>

Fri, Oct 23, 2015 at 2:44 PM

To: Susan Brockmann <SBrockmann@brucetwp.org>, Dan O'Leary <olearyd@washingtontownship.org>

Dan yes you got it right. That is what we said and what we can take to our boards. I agree that we should all meet more often, the Village and Townships. I did share with Susan these bullet points. Again I wish I had a your way with words. Thanks

Richard Cory**Bruce Township Supervisor****223 East Gates****Romeo, MI. 40805****586-752-4585 Ext 115****rcory@brucetwp.org****From:** O'Leary, Dan [mailto:olearyd@washingtontwpmi.org]**Sent:** Thursday, October 22, 2015 12:26 PM**To:** Richard Cory <RCory@brucetwp.org>; Romeo village <villageofromeo@yahoo.com>**Subject:** cable proposal

If I understood our conversation correctly, here is what we wish to convey. I will not share with MCM until you guys confirm I got it right so that I don't blow it:

1. The three communities are supportive of public access cable. However, due to uncertainties in our financial situation (personal property tax and other issues) we would like to see a reduced operation for a 12 month interim period beginning with the next contract date. In the 9th month of that interim period, the three communities will evaluate the level of financial commitment they wish to make in the future.

2. The current contract structure will remain assuming MCM chooses to continue. However, the level of financial support we wish to provide at this time is \$200,000 for operations. The communities will eat those costs based on the proportions that the current fiscal year was eaten (roughly 66.3% Washington, 19.3% Bruce and 14.3% Romeo tentatively). If MCM chooses not to proceed at the reduced levels, Washington will find an alternate provider or make other arrangements (bring it temporarily in house, etc.).

3. The contracted expectations for service levels will be adjusted to reflect the reduced financial commitment. However, the communities wish to secure the following:

a. Government - TWP/Council board meetings, planning commission meetings, school board, library, and DDA should continue to be covered and aired.

b. News - Rather than long stories and programs on community items (such as the police contract story, the Stoney Creek Disc Golf story, festivals, etc.), there will be a half hour weekly news program that hits on the major community events, sports, news of the week. It will no longer be necessary to tape 4-5 hours of each event such as Kids Kicking Cancer or St Baldrick's, parades, etc. Instead, a more abbreviated approach where quick b roll and interviews are gathered for the news program is preferred.

c. School and sports - Continued coverage of school events (but with an emphasis on varsity and with greater assistance from non-paid student volunteers would be appreciated). To the extent time is available, we wish that the studio interact with the school program to keep students growing and learning.

We recognize that this means the in house training programs at the station, feature programs, special projects, and many community events will not be covered other than brief news coverage. We also recognize that the ability to get multiple angles on sports events will depend on whether sufficient student or other volunteers work with the limited professionals. However, we believe this is a prudent approach given the uncertainties and challenges the communities face in 2016. We will re-evaluate our circumstances 9 months into the interim period and determine at that time the approach we wish to take.

All of this is subject to the three boards approving the interim deal since none of the executives have had the opportunity to outline this proposal to them.



O'Leary, Dan <olearyd@washingtontwpmi.org>

RE: wbrw

1 message

Richard Cory <RCory@brucetwp.org>

Tue, Oct 27, 2015 at 9:25 AM

To: "olearyd@washingtontwpmi.org" <olearyd@washingtontwpmi.org>

Debbie and Susan are on board too. Debbie met with Mike this morning.

Richard Cory

Bruce Township Supervisor

223 East Gates

Romeo, MI. 40805

586-752-4585 Ext 115

rcory@brucetwp.org

From: O'Leary, Dan [mailto:olearyd@washingtontwpmi.org]

Sent: Tuesday, October 27, 2015 9:24 AM

To: romeo village <villageofromeo@yahoo.com>; Richard Cory <RCory@brucetwp.org>

Subject: wbrw

Mike, Richard is in agreement with that write up as what you wish for me to communicate to MCM for WBRW. Are you good with it? I will see Ruth today and may let her know that this is the direction we will recommend to our respective boards if I can get your nod.



O'Leary, Dan <olearyd@washingtontwpmi.org>

Re: wbrw

1 message

Village of Romeo <villageofromeo@yahoo.com>

Tue, Oct 27, 2015 at 9:31 AM

Reply-To: Village of Romeo <villageofromeo@yahoo.com>

To: "olearyd@washingtontwpmi.org" <olearyd@washingtontwpmi.org>, Richard Cory <RCory@brucetwp.org>

Dan and Richard,

I meet with Mark and Debbie (Bruce Twp. Committee) this morning to go over it. We all seem to be on the same page and then up to our boards to decide.

Mike Lee

(586)752-3565

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From: "O'Leary, Dan" <olearyd@washingtontwpmi.org>**To:** romeo village <villageofromeo@yahoo.com>; Richard Cory <RCory@brucetwp.org>**Sent:** Tuesday, October 27, 2015 9:23 AM**Subject:** wbrw

Mike, Richard is in agreement with that write up as what you wish for me to communicate to MCM for WBRW. Are you good with it? I will see Ruth today and may let her know that this is the direction we will recommend to our respective boards if I can get your nod.



O'Leary, Dan <olearyd@washingtontwpmi.org>

WBRW

1 message

O'Leary, Dan <olearyd@washingtontwpmi.org>

Wed, Jan 27, 2016 at 4:02 PM

Reply-To: olearyd@washingtontwpmi.org

To: Dan O'Leary <olearyd@washingtontwpmi.org>, Mike Lee <c21michaellee@hotmail.com>, "Hart, Bob"

<BOBHART@allstate.com>, Jon & Christine Malzahn <romeoprinting@sbcglobal.net>, Ron Rossell

<rrossell@actionin.com>, Kathy Bosheers <bosheersk@washingtontwpmi.org>, bob solano <bsolano09@gmail.com>, Pete

Coutsos <pcoutsos@hotmail.com>, Richard Cory <RCory@brucetwp.org>, Susan Brockmann

<sbrockmann@brucetwp.org>, Debbie Obrecht <DObrecht@brucetwp.org>, Paul Okoniewski <pokoniewski@brucetwp.org>

Attached is information that you requested. I do not have all Romeo board members emails and am missing a few Bruce. If you could forward on, I would appreciate it.

Dan O



wbrw service levels.doc

207K



Charter Township of Washington

COUNTY OF MACOMB

STATE OF MICHIGAN

Dan O'Leary, Supervisor
Kathy Bosheers, Clerk
Linda S. Verellen, Treasurer

Art Grimes, Trustee
Abby Jacobson, Trustee
Lisa Rapp, Trustee
Harold Miller, Trustee

January 27, 2016

To: R. Cory
M. Lee

From: D. O'Leary

WBRW Service Levels

Recall that we had several discussions regarding potentially entering into a 1 year contract for WBRW services at reduced cost. The intent was to allow Romeo time to assess its budget issues in light of the personal property tax challenges and to allow Bruce time to assess its infrastructure needs (the road referred to by Mr. Cory in the recent Romeo meeting).

For those unfamiliar with our arrangement, the service contract is between Bruce and Romeo as customers and Washington as a provider. Washington provides all of the equipment and studio at Washington's sole cost. In addition, contractual fees paid by Romeo and Bruce are combined with fees paid by Washington to pay for the day to day operations/labor. Washington outsources the labor component to an outside agency called Mi Community Media (MiCM). The contract between Washington and its customers and the contract between Washington and MiCM all expire March 31.

At your request we have discussed the realistic performance expectation if we reduce the budget for the operation. The discussion centered around two areas – if we cut funding by 25% and if we cut by 50%.

25% Reduction

The entity was provided \$374,000 in the prior year for operations. A 25% reduction would cut \$93,500. Not all of that goes to labor as some goes to MiCM overhead such as insurance, accounting, IT, etc. The impact would be as follows:

- Reduce staff levels from 5.5 to 3.5
- Cut 25% of production services/contractors

- We will reduce or eliminate some regularly produced programs such as Around the Community, More to Life, Parks and Rec Update, etc.
- Cut workshops, classes and internal training (not the school program)
- Cut various administration costs and reporting.

The practical impact to viewers would be as follows:

- No change in airing governmental meetings
- No change in airing Romeo school board or library meetings
- No change in airing community announcements pages
- Replace full coverage of community and school events with a new news program offering snippets and highlights of events rather than full programs of them.

Examples of items that would go from full coverage to news type coverage are –

- Peach Festival
 - Mizfit
 - Symphonia Chorale
 - Relay for Life
 - Harvest Day
 - Ladies Night Out
 - Shop Small with Us
 - The Emma Awards
 - Simpson Park
 - Flower Day
 - Breakfast with Santa
 - Rabbit Run 5k
 - St Baldricks
 - Dress and Dine Local
 - Trick or Treat in the Village
 - Romeo Santa Parade
 - Christmas Home Tour
 - Night Under the Stars
 - Veterans Day Ceremony
 - Roth Muir Awards
 - Grandma Kays 5k Run
 - Art and Orchard Run
 - etc
- The sports programming may be reduced from 3-4 cameras to 1-2 camera coverage depending on the level of volunteers (which cannot be counted on). Which sports events are covered will be determined through discussions with the athletic director and school. The 25% reduction in production services should be taken as indicative of the reduction in such coverage.
 - Residents may be charged some fees for certain access to the studio and equipment for public access programming vs the free access and guidance received today. The reduction in staff and contractors will mean reduced hours of

public access availability since reduced staff will be more constrained and less available to assist. The specifics of that will need to be developed.

Note that, contrary to misinformation being spread by some, this has no impact on the equipment contributions Washington makes to the studio equipment and facility and to the school program which are 100% funded solely by Washington in addition to its share of funding of studio operations. Romeo Community Schools funds the teacher for that program and there would be no change to that component either. The Bruce/Romeo financial decisions have no impact on that decision by Washington and RCS to fund those items.

50% Reduction

The 50% option impact is obviously a bit more draconian. Income would be reduced to \$187k. The best way to describe it is that governmental airing would not be substantially impacted but public access would be largely eliminated except for fee based items and available studio times would be greatly reduced. Specifically they would:

- Cut an additional 1.25 FTEs over the 75% option leaving them with 2.25 FTEs
- Endure a more substantial reduction of contractors to a bare minimum
- Make additional administrative and overhead changes

The practical impact to viewers would be the same as listed above PLUS:

- Taping and editing of community, sport and school events will be required to be done by school and parent volunteers, if available. WBRW will help train such persons and air the productions those volunteers are able to perform.
- Public access will be eliminated except entirely fee based access. Times will be very restrictive due to the need to have a staff person in the studio at the time of any taping or editing to assist (those staff persons will be stretched).
- We will place a greater reliance on non-community programming.
- We recently began involving studio personnel in mentoring RHS students from the production class. At 50%, the class and equipment would continue since that is fully funded by Washington (equipment) and RCS (teacher). However, the mentoring hours, which are a very nice enhancement, could be impacted to the extent staff are stretched thin running the studio and productions.
- Studio hours will be more restrictive.
- The "news" program may have substantially less content depending on volunteer contributions.

This option largely curbs the “public access” portion of the “Government and Public Access” station. At the same time it places heavy reliance on volunteers for community and school related items.

Washington’s Position

Washington has put a great deal into building something wonderful since we became more involved in this arrangement. Despite agreeing to reduce Bruce and Romeo funding by 5% several years ago (7% for Romeo) to allow you to redirect those funds to your general funds, we have accomplished the following:

- Partnered with RCS to build a production class that now has 3 sessions and 100 students. Our original proposal to do this was greeted with great skepticism by many. Now the RCS Superintendent sees that program EXPANDING in the future. Washington, not Bruce or Romeo, fund the equipment for this program that benefits the residents of all three towns.
- Improved the website to include more access to on demand programming AND real time streaming of current WBRW content at all times (a great benefit for those with internet access but who don’t have Comcast Cable and for out of town alumni of the area).
- Built out the Wicker Street station into a fine, up-to-date, community media center at Washington’s sole cost
- Acquired all new equipment vs that used prior to our involvement for the studio at Washington’s sole cost.
- Conducted many non-school training programs for residents.
- Placed our programming on AT&T so that it is available to non-Comcast users.

We did all of this in a highly political environment where, for some reason, WBRW was a constant political football. We were pleased to see the favorable Romeo Board reaction to Ms. Malzahn’s question as to whether any board member had any problems with the WBRW service. Certainly cutting the progress concerns us as we hope it will concern you since it will reduce the value of what we have all grown accustomed to. However, we understand your need to evaluate all options in tough times.

We were disappointed at some of the misinformed commentary at the recent Romeo board meeting regarding Washington’s perceived intent. As we have repeatedly stated for 4 months at our board meetings, Washington is the one community of the three willing to continue funding at 2015 levels provided that Bruce and Romeo do the same. Washington would even be willing to enter into a 2 or 3 year contract. It is out of respect for our neighbors who are facing real challenges that we have not quarreled with the concept of reduction at WBRW and of a 1 year “wait and see” contract. We respect that

cops are more important than cable. We respect the efforts you are making on behalf of your taxpayers to improve your financial situation and to make investments that could have lasting positive impacts on your communities. Out of respect for that, and out of a desire not to politicize a very real resource allocation decision, we have chosen to take the approach of working with your decision on funding without politicizing it. With that spirit in mind we ordered our labor subcontractor not to politicize this issue or create undo pressure in an already challenging environment. We were disappointed that good faith action toward our neighbors was met with public criticism.

We love what we have built at WBRW and hope you will one day be willing to fully fund it again. We have heard discussions of potentially pulling out entirely and going to a "YouTube" approach for governmental meetings. That certainly would save Bruce and Romeo money though it would create a loss of other value. We fear loss of progress since it is always hard to start something back up after you slow it down. However, again, we respect your situation and wish to be a good neighbor and allow you to deal with your decisions without politicizing them. We will accept such a decision if you choose to proceed in that matter. We would like the same courtesy and respect in return. We hope you evaluate these options in that spirit. We value the relationship.

All contracts expire March 31. It will take time to get an interim agreement drafted and approved by all parties. Please let us know your intent by February 20th so that we can ensure service, at whatever levels, continues. If Romeo and Bruce decide to pursue different goals than each other, we will have to re-evaluate service levels.

Cc: Washington Board
Bruce Board
Romeo Board
MiCM Board