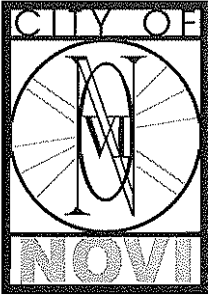

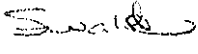


For Presentation at 2-25
City Council Meeting

MEMORANDUM



cityofnovi.org

TO: CLAY PEARSON, CITY MANAGER 
FROM: SHERYL WALSH, COMMUNITY RELATIONS MANAGER 
SUBJECT: SWOCC ANNUAL REPORT
DATE: 2/21/08

Attached please find the SWOCC Studios Annual and Financial Reports. Caren Collins, Executive Director, is scheduled to provide a brief overview of both items at the February 25th City Council Meeting.

2007 saw the entry of AT&T into the cable service market, finally bringing much desired competition to Novi. It is difficult to predict the long term affect, this will have on franchise revenue as local franchising has been replaced by a statewide franchise.

2007 also saw enhancement to Channel 13 programming. Five new shows were added to offerings, including:

Corporate Review: Economic Development Manager Ara Topouzian hosts this monthly program, visiting Novi's large businesses.

Faces & Places: A vibrant community like Novi depends on attracting and keeping quality small businesses. Cindy Uglow, Neighborhood and Small Business Manager, shows us the Faces and Places that make Novi a wonderful community.

The Briefing Room: Hosted by Chief of Police David Molloy, The Briefing Room is a monthly show that takes a look into the City of Novi's Police Department. Past topics have included CERT, youth partnerships, opening of the Firearms Training Center, DEA, the K-9 Unit, and more.

Fire House No.VI: This new program shares the ins and outs of fire safety and prevention. Fire Chief Frank Smith hosts this update of all things concerning the Department and matters related to keeping Novi safe.

Beyond Books: With plans for a new library underway, what better way to get to know one of the most valuable assets a community can have! Beyond Books looks at the Novi Public Library and all its offerings, as well as keeping the community updated on plans for the new facility.

The addition of these shows brings Novi's total number of monthly programs to eight regular shows, not including the Lansing Connection, Community Connection, promos, Anatomy of the City, special productions, nor meetings.

If you have any questions, please let me know.