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Wisconsin Manufacturers & Commerce

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To:	Chairperson Jeff Plale Members of the Senate Committee on Commerce, Utilities and Rail Chairperson Phil Montgomery Members of the Assembly Committee on Energy and Utilities
From:	R.J. Pirlot, Director of Legislative Relations
Date:	March 27, 2007
Subject:	**Support Senate Bill 107/Assembly Bill 207.**

Wisconsin Manufacturers and Commerce (WMC) is a long-standing supporter of deregulation of the video service industry, and is strongly supportive of attempts to foster competition in the industry. The more companies which enter the video service market, the better we believe it is for Wisconsin businesses and other consumers of video services. As such, WMC supports Senate Bill 107 and Assembly Bill 207.

Increased competition for video service will lead to:

- lower rates,
- more programming choices,
- better customer service, and
- increased innovation and investment.

We are pleased that telecommunication company AT&T is interested in offering video service in Wisconsin. With new entrants into and increased competition within the video service market, Wisconsin businesses and consumers will enjoy the fruits of more video service competition. WMC hopes this legislation spurs others to enter into this market, too.

Overall, WMC recognizes much remains to be done in order to create fully competitive markets in the video service market. As such, we fully support any attempts to break down barriers to further facilitate video service competition and thereby allow for the entry of more competitors into the video service industry.

WMC respectfully urges you to support Senate Bill 107 and Assembly Bill 207.

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Presented March 27, 2007 to the

Assembly Committee on Energy and Utilities
Senate Committee on Commerce, Utilities and Rail

by Mick Givens of N1432 Burma Road, Sarona, WI 54870

My name is Mick Givens. I live at N1432 Burma Road in Sarona, Wisconsin. I thank you and the State of Wisconsin for the opportunity to address you on this matter of great importance. I drove more than 4 hours to be here to express my complete support for the positions presented to you jointly by the League of Wisconsin Municipalities, the Wisconsin Alliance of Cities and Wisconsin Association of PEG Channels and also by the Municipal Electric Utilities of Wisconsin.

These groups and their representatives will present those positions so I will not take your time to repeat their efforts.

I believe my background gives me an informed position on the issues that I ask you to consider. I was a cable television technician back in the late 1970's and began volunteering my time to assist the Bloomer high school audio/video club in broadcasting School Board meetings live on the public access channel . Although I was certainly not the only person touched by those broadcasts, I was moved enough that I ran for School Board. I later became a District Manager for Marcus Communications, predecessor of Charter Communications. While with Marcus, I was elected by the membership to the Wisconsin Cable Communications Association to serve on their board of directors. I left cable television in 1994 and have since become Cable Director for the City of Rice Lake, a position which placed me at the forefront in the City's dealings with the cable television provider and open video system operator. I have directed the operations of the Rice Lake public access channel for over 11 years and was also elected by the membership of the Wisconsin Association of PEG Channels to serve on their board of directors. I was recently asked by the Town Chairman in the Town of Long Lake, Washburn County, where I live and serve on the Comprehensive Planning Commission, to head franchise renewal negotiations with Charter on a franchise I secured as a cable representative in 1989.

The timing and speed of the activity on AB 207/SB 107, which I first learned about less 3 weeks ago, has precluded the city of Rice Lake, which meets tonight, from taking formal action on the proposed Statewide Video Franchising Bill. However the City has adopted resolutions twice in about the past year in opposition to proposed federal legislation which would have taken away local control over local rights-of-way and impacted public access television.

The most important voices on this issue come from our local citizens, who stand to lose the most with this legislation if it passes without amendment. I have brought three e-mails I received from concerned members of the Rice Lake community who want to retain Public Access.

From Scot Arnold, a producer/announcer who helped in the live broadcast of 5 regular season and 2 playoff Rice Lake Warrior girls basketball games this past season:
Please consider an amendment to the new proposed bill and keep Public Access in small towns as Rice Lake WI. As a volunteer for our local channel, I hear numerous comments everyday about our local channel tv 14. They love the programs that we have! It is especially beneficial to those who can not get out from home as well as those of us who can not make it to other events and meetings that our channel carries. Please consider an amendment to the bill. It would be a great loss to our Rice Lake community if we were to lose Rice Lake Public Access Community Channel TV 14. Thank you.

From Susan Dietz, City Council President and Cable Commission President:
I feel that the Public Access Channel 14 in Rice Lake is a valuable asset to the community. In my many years of serving on the Rice Lake City Council, I have never ceased to be gratified when constituents share that they have watched the latest meeting and are staying abreast of issues being discussed. They value seeing and hearing the entire discussion and not merely relying on the condensed versions in the local press. I also have learned that there is a great value placed on such local happenings as high school graduation and sporting events, dedications of local parks, memorials, and community current events. In short, the channel fosters the closeness found in this community.

From Bob and Kathy Lehman, viewers:
I am writing to thank you for supporting RL High School sports! Even though I coach, I still watch almost every game in replay on TV 14 just to get another view, and listen to the commentators for their thoughts. It is a wonderful service for us sports fans! My wife and daughters also watch the replayed games.

My parents have passed away, but they were also regular viewers for the sports, RL council meetings and the church services. They were basically homebound for the last couple of years of their lives and TV 14 gave them a connection to what was going on in our community. It would be sad to lose what we have in TV 14.

Channel 14 is a great addition to a smaller city like Rice Lake. Friends in other communities are jealous of what we have with our little hometown TV station. Hopefully, TV 14 can continue to grow, a major feat as a "volunteer" operation. It is just another example of what makes living in and around our community so special. Thank you, and TV 14, for what you are to the Rice Lake area.

PUBLIC HEARING ON SENATE BILL 107 AB207 **March 27, 2007**
Relating to regulation of cable television and video service providers

Good morning, Ladies and Gentlemen. Thank you for the opportunity to address you on this important topic.

I am Paul Williams, a member of the Janesville city council.
I am appearing on behalf of the City of Janesville.

Janesville currently has a franchise agreement with Charter Communications.

Under the agreement, in exchange for the right to provide cable TV services to Janesville residents, Charter pays Janesville approximately **$ 550,000** annually. Charter also provides a local access channel that broadcasts city council meetings and other local programming, valued at approximately **$ 140,000** annually.

Janesville's agreement with Charter also requires that Charter **respond** to complaints in a **timely** and **customer-friendly** manner, **maintain** quality service, and **adhere** to right-of-way regulations. The city has a staff person who serves as a **liaison** between residents and Charter.

In the past few years, Charter has made substantial improvements in **responsiveness** to customer complaints and in **service reliability**.

The City of Janesville is **opposed** to Senate Bill 107 for the following reasons: & AB207

First, it would likely reduce by **20%** the franchise fees Janesville currently receives, increasing the burden on taxpayers to pay the costs now covered by the franchise fee.

Second, this bill is NOT likely to reduce cable TV rates for Janesville residents.

Third, under the proposed bill, the **complaint procedures** that the city and Charter have developed through the years would be replaced by a new, untested set of procedures.

Fourth, the overall result of the proposed bill will be to **increase** the **tax burden** on Janesville residents or to **cut** public access TV, like all-too-familiar situations brought on by **levy limits** and **reduced state aids**.

Lastly, the 12-hour-a-day **new-programming** requirement for PEG channels under the proposed bill would be **impossible** for Janesville—and most Wisconsin cities, I would guess—to meet.

In the seven years I have served on the Janesville city council and in the 16 years I have worked in a law office, I have read hundreds of statutes, ordinances, policies, contracts, and agreements, but I have never read anything
as **one-sided**—in this case, in favor of video service providers;
as **deceptive**--in this case, to consumers;
as **unfair**--in this case, to municipalities; and
as **oppressive**--in this case, to taxpayers—as this proposed bill.

On behalf of the city of Janesville and its taxpayers, I ask that you vote against Senate Bill 107. Thank you.

SB 207

Wisconsin Merchants Federation

"The Voice of Wisconsin Retailing"

Chris C. Tackett
President/CEO

Dave K. Storey
Sr. Vice President

1 East Main Street, Suite 305
Madison, Wisconsin 53703
Telephone 608/257-3541
Fax 608/257-8755
E-mail wmf@supranet.net

To: Wisconsin State Assembly Committee on Energy and Utilities
Wisconsin Senate Committee on Commerce, Utilities and Rail

From: David Storey, Sr. Vice President, Wisconsin Merchants Federation

Date: March 27, 2007

RE: Senate Bill 107 & Assembly Bill 207

Senate Bill 107 and Assembly Bill 207, in their simplest form, do a lot of positive things.....

1) They give the consumer increased choices in an increasingly popular entertainment venue.

2) They eliminate the patchwork of cable franchise agreements with individual communities and replace them with a centralized, state-wide franchise.

3) They allow individual communities to maintain control over local rights-of-way.

4) They allow the fee that is being paid to local communities to remain in place, and at the same level.

5) And they infuse Wisconsin's economy with new infrastructure investment and job growth.

In short, this legislation brings Wisconsin consumers the benefits of video competition. I cannot think of a single instance where increased competition has proven to be a bad thing.

We urge your support of SB 107 and AB 207. Thank you for your attention to this matter. Please feel free to contact me at 608-257-3541, or by email at David.Storey@wismerchants.com.

Testimony on 2007 Wisconsin AB 207
March 27, 2007 in 412E

I am Carson 'Chic' Young, a Professional Communications Engineer for more than 50 years and a resident of Madison, Wisconsin since 1948. Two years after arriving here I began what became many months of working out the needed pole attachment rules and terms with Wisconsin Bell and their parent AT&T, for my planned Cable TV System in Madison - back when we were to be only allowed one TV station -- that is, until the UHF channels were then created by the FCC.

When Madison Mayor Bill Dyke created an ad hoc Committee to manage the writing of Madison's Broadband Ordinance in the beginning of the 1970s, he appointed me and requested that I bring the other members 'up to speed' on Cable. Shortly thereafter I represented our Citizens on the FCC's Cable Technical Advisory Committee (C-TAC) while starting 15 years of additional volunteer service on the Broadband Telecommunications Regulatory Board, that I had fostered.

With AB 207 placing video services under the Department of Financial Institutions, it becomes obvious that it is about Money, rather than quality service for our many Wisconsin families. Substituting corporate control, for Citizen Regulation through their elected local representatives - while permitting new providers to 'Cherry Pick' those they will serve in our State for numerous years would provide a massive advantage in cost savings – even if no cross-subsidization were allowed. Please refresh your memory on the reasons for the breaking-up of AT&T a quarter-century ago.

This would be a giant leap backwards for Wisconsin Citizens, and one that even a sizeable number of modifications to AB 207 are not likely to completely eliminate.

Why not also introduce a bill to help additional Electric Companies, or Gas Companies, to install their own infrastructures throughout our cities and towns to provide the competition that would 'supposedly' reduce consumer costs in our State?

Actually - Wisconsin should again lead the way in our Country, by requiring a PSC regulated Public Utility to install Fiber Optic Cable Service to every home and premise in our state -- and then lease fibers on a fair and equal basis to all those who wish to compete in broadband communications.

Thank you for your attention...and consideration.

March 27, 2007

To: Members of
The Assembly Committee on Energy and Utiliites and
The Senate Committee on Commerce, Utilities and Rail

From: Charles Uphoff – Chair, Fitchburg Broadband Telecommunications Commission
Executive Director , WYOU Community Television

Re: AB 207 / SB 107 – Video Competition Act

I was born in Wisconsin, have spent most of my life here and have been actively involved in community affairs, as a member and President of the Fitchburg City Council, as a member of the Oregon School Board for nine years, as a member of the Dane County Ethics Board and as Coordinator of the Wisconsin Conference on Children and Families under Governor Lee Sherman Dreyfus.

For the past eight years I have been a member of the Fitchburg Cable/ Broadband Telecommunications Commission and I currently serve as Executive Director of WYOU, Madison's public access television station. ***An informed public is essential to the survival of our democracy and public access to local independent media is essential to both.***

Public, Educational and Government access channels play a vital role around the State of Wisconsin as a forum for in-depth discussion of issues and as a source of local news and information that helps to create and strengthen our communities. Fitchburg Access channels cover government and community meetings, special events and provide award-winning coverage of community issues not covered elsewhere.

Dozens of community organizations use public access television for public service announcements to publicize upcoming events and in both January of this year WYOU Community Television aired more than 148 hours of locally produced programming that involved more than 1,000 hours donated by volunteers, producers and production crews to set up shoot and edit programs. Of the 58 locally produced shows that aired in January, twenty-one of the programs were new within the previous three months.

WYOU checks out video cameras to members of the community at no cost, with an equivalent rental value of more than $20,000 each month. Over the past year WYOU has covered nationally recognized speakers for the Madison Civics Club and a day-long conference on coordinating economic development strategies for the Dane County Collaboration Council and the Greater Madison Chamber of Commerce along with dozens of other community events without commercial interruptions when other local media were nowhere to be seen or showed up only briefly to get their 30 second sound-bites. Our democracy cannot survive on sound-bites

WYOU and other public access stations provide internships, training and technical support to help young people and other members of the community learn valuable skills in the area of video production and editing. WYOU has eight programs that are produced live each week from our studios, including two all-Spanish-language programs featuring call-ins music videos and interviews on topics of vital interest to viewers and the community and the young man who runs the sound-board for one of these shows is 12 years old.

The legislature recently approved an initiative designed to bring more filmmakers to Wisconsin. Public access stations have, for years, provided a training ground and resources for would-be filmmakers.

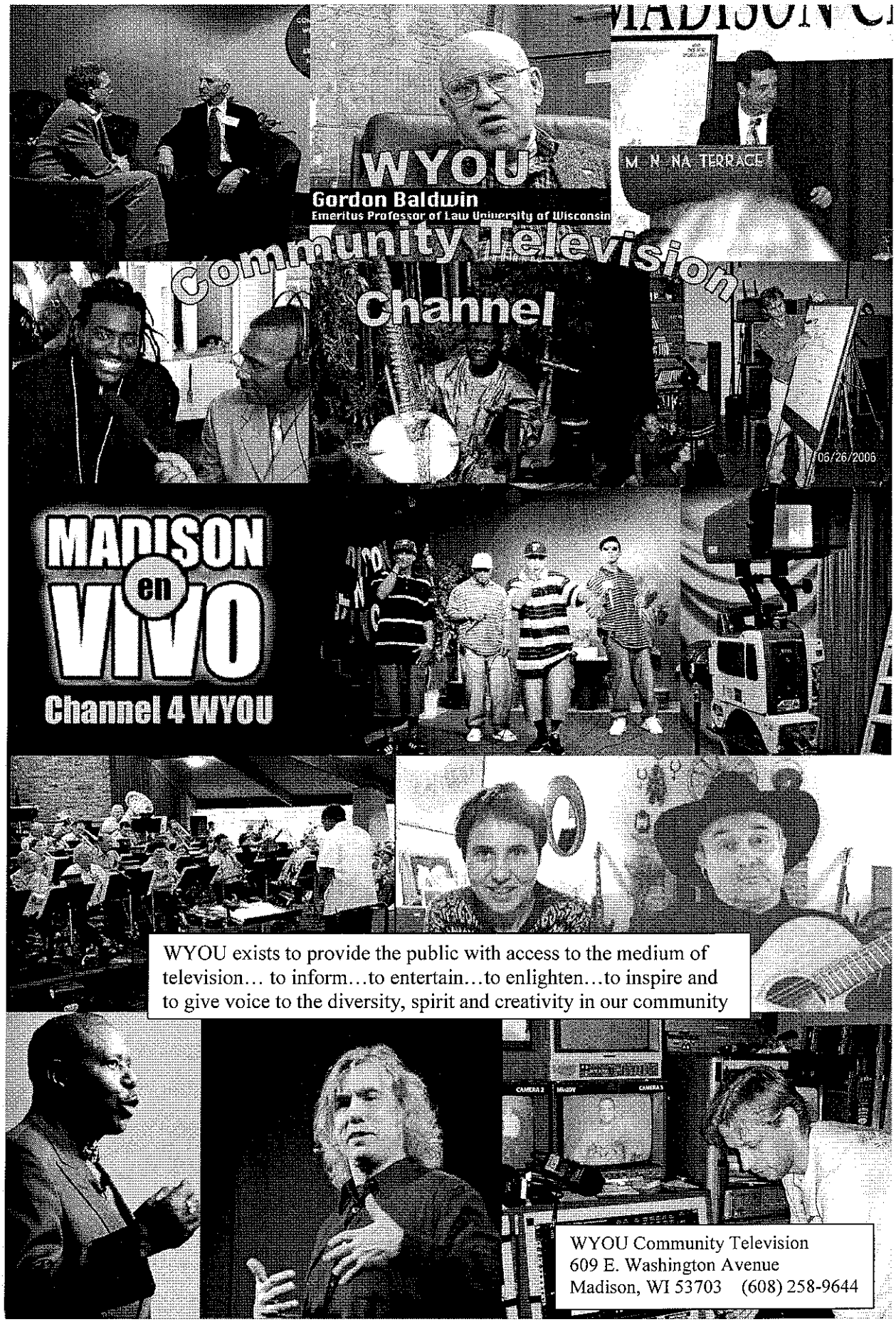
A list of a tiny fraction of the community organizations that utilize WYOU includes The Greater Madison Chamber of Commerce, Downtown Madison, Inc., Madison Civics Club, Olbricht Gardens, Attic Angels, Edgewood College, Downtown Madison Rotary, League of Women Voters, Madison School Community Recreation Program, Madison Urban League – Kennedy Hgts Gang Prevention Project, Head Start Parent Information Exchange and more than a dozen local churches and religious groups.

It was distressing, when I did a Google search for LRB 1914 / 3, the predecessor of the Bills under consideration at this hearing to discover that the first site that came up was for a right-wing Texas-based "think tank" headed by former House majority leader Dick Armey, whose principal financial backers include Verizon and AT&T. Their "Choose Your Cable" campaign seems to have provided the blue print for this legislation.

It is being suggested by some of the largest and wealthiest telecommunications companies in the world that the requirement of obtaining local franchises is burdensome. I would respectfully submit that meeting the requirements of the Freedom of Information Act is burdensome … complying with the open meetings law, voting itself…even democracy is burdensome. If the incumbent video service providers and ordinary citizens with fewer resources and far fewer lobbyists have been able to meet these burdens for more than 30 years, so can AT&T.

I strongly support the recommended changes to this legislation put forward by the League of Wisconsin Municipalities, the Wisconsin Alliance of Cities and the Wisconsin Association of PEG Channels.

An informed public is essential to the survival of our democracy…public access to independent local media is essential to both. In January alone, WYOU aired more than 148 hours of locally produced programming.



WYOU exists to provide the public with access to the medium of television… to inform…to entertain…to enlighten…to inspire and to give voice to the diversity, spirit and creativity in our community

WYOU Community Television
609 E. Washington Avenue
Madison, WI 53703 (608) 258-9644

From: Roger Bindl RFBINDL@HEM.COM www.[illegible] as example
Town of Westport - Waunakee WI

REF: AB-207 SB-107

I had to leave, so will follow up with email.
I have perspective from 8 years working with IPTV, the telco's deploying it (WIS & nationwide), and the issues surrounding it from content to lack luster margins & franchise issues.

I have also addressed the content area from creation, to ownership, to distribution.
In this area I've know about "over the top" services like YouTube for a long time, and I participate in a revenue generating means with Revver, BlipTV, & Brightcove (Alternatives to non-revenue generating YouTube).

I've learned from working with Nat'l Associations, and over 100+ telco's (with IPTV) nationwide that margins are slim with CATV/IPTV so services are likely to increase on the Internet and eventually impact franchise money with declining customers that switch to Akimo like VOD, OR MobiTV over the net; ~~and~~ Customers will migrate to "over the top" voice, video, and alike.

Thank You
Roger Bindl

CommunityDevelopmentAuthority

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Madison, Wisconsin 53703
ph (608)266.4675 tdd (608)264.9290 fx (608)264.9291
email housing@cityofmadison.com
mail P.O. Box 1785, Madison, WI 53701-1785

March 22, 2007

Members of the Wisconsin Legislature:

Dear Legislators,

I am writing in support of Madison City Channel and PEG Access Television in Wisconsin, and to urge you to restore existing funding mechanisms in the "Video Competition Act" (AB-207) the Wisconsin Legislature is considering.

Channels such as Madison City Channel are an important component of the public discourse. Communities such as Madison are very interested in the activities of their local government. Just as C-Span makes accessible the workings of the Federal Government and the proposed Wisconsin Eye that of State Government, Madison City Channel makes local Madison government and public affairs accessible to the Madison public, resulting in a more informed and involved citizenry.

MCC-12 has helped us inform the Citizens of Madison About our Housing Assistance Programs. Education and knowledge by the general public is key to the most effective and efficient use of our programs. It also helps to clarify and involve the public on important Housing policy issues facing our community, and helps us to make informed decisions.

However, under the current version of this bill, these vital community links are at risk.

In order for stations such as Madison City Channel to continue their missions, please amend the language of the "Video Competition Act" to fund PEG Access at *the greater of 1% of gross revenues or at the level required of the existing cable incumbent.*

Thank you for your attention in this matter. Please don't hesitate to contact me if I can provide any further information.

Sincerely,

Agustin Olvera

CDA Housing Director

March 22, 2007

Members of the Wisconsin Legislature

Dear Legislators,

I am writing in support of Madison City Council and WCI Access Television's [illegible] and to urge you to oppose existing funding restrictions in the "Video Competition Act" (AB/SB 87) the Wisconsin Legislature is considering.

Channels such as Madison City Channel are an important component of the public discourse Communities such as Madison are very interested in the continuation of their local programming. Just as C-span makes accessible the workings of the Federal Government and the proposed Wisconsin channel the State Government, Madison City Channel makes local Madison government and public affairs accessible to the Madison public, resulting in a more informed and involved citizenry.

WCI Access has helped to inform the Citizens of Madison about an Housing Assistance Program, education and knowledge by the general public is key to the most efficient and efficient use of our programs. It also helps to clarify and involve the public on important housing policy issues facing our community, and helps us to make informed decisions.

However under the current version of the bill, these vital community lines are at risk.

In order for entities such as Madison City Channel to continue their mission, please amend the language of the "Video Competition Act" to find PEG Access is the primary of the [illegible] channels or the have required of the existing cable franchise.

Thank you for your attention in this matter. Please don't hesitate to contact me if I can provide any further information.

Sincerely,

Karen Oliver

CDA Housing Director

Dear Distinguished Elected Official:

This e-mail is in opposition to the provision that would remove the existing funding mechanisms in the "Video Competition Act" (AB-207).

I am a Charter cable subscriber. I have chosen to remain with Charter and not get a satellite dish, because of my desire to see the programs that are offered on City Cable Channel 12.

As an active citizen of Madison, I desire to be enlightened about what is happening in my community. Since I am not able to attend all events/meetings that might be of interest to me, I count on being able to see these events on Cable 12. Events such as the Common Council meetings, Access City Hall, Dane County Board meetings, the Mayor's Report, Senior Beat and even the Madison Symphony Orchestra are shown on Cable 12. Without the availability of access to meetings such as the City Council and Dane County board, I would not be able to keep current of issues that have an effect on me and my community, such as the redevelopment of the Hilldale Shopping Center and the Midvale Plaza. Not only was I able to watch the actions of the council, I was able to watch meetings of the Plan Commission.

While I could, if the need arises, attend some of these meeting, my downstairs neighbor is in her mid-70's and unable to attend the meetings, thus she needs the availability of PEG Access television to allow her to know what is happening. Other seniors that I am friendly with who lie on Sawyer Terrace, also consider programs shown via the PEG Access television essential to them being knowledgeable and productive citizens. Currently many of them have been watching mayoral debates via cable.

Consider my 89 year old mother who is very active in this community. Her major in undergraduate school was the Foreign Languages of French, Spanish and German. She is able to view Connexion Latina to keep her informed of what is happening in t he Latino community and keep her Spanish listening and understanding skills up. She enjoys being able to view Senior Beat and other programs geared to Seniors. Both my mom and my neighbor can continue to be informed citizens.

The existing PEG funding of less than a $1.00 per month allows only those of us that have cable to pay for this service. For those individuals that elect not to subscribe to cable, they do not have to pay. A change in the fund would cause non subscribers to have to pay also. In other words, the general public would have to pay for a service that they do not use.

I hope that I can count on your opposition to the proposed provision that would remove the existing funding mechanisms in the "Video Competition Act" (AB-207).

Thank you for your consideration.

Ariel Y. Hicklin Ford
613 N. Midvale Blvd., #3
Madison, WI 53705

March 26, 2007

Committee on Energy and Utilities
Wisconsin State Assembly
Capitol Building
Madison, WI 53702

Dear Committee on Energy and Utilities Members:

I am writing in support of Madison City Channel and PEG Access Television in Wisconsin, and to urge you to restore existing funding mechanisms in the "Video Competition Act" (AB-207) the Wisconsin Legislature is considering.

Channels such as Madison City Channel are an important component of the public discourse. Communities such as Madison are very interested in the activities of their local government. Just as C-Span makes accessible the workings of the Federal Government and the proposed Wisconsin Eye that of State Government, Madison City Channel makes local Madison government and public affairs accessible to the Madison public, resulting in a more informed and involved citizenry.

As the Programming Coordinator for Madison City Channel, in the 5 plus years that I've worked in this position, I have experienced countless phone calls and emails requesting information regarding the programming we broadcast. Many of these communications have been followed with positive feedback about our channel. I often hear from viewers how grateful they are to have access to our channel and appreciate all the work we've done. From receiving duplication requests of a Wisconsin Academy Evenings series program to getting help finding the streaming video of the latest Madison Common Council Meeting on our website, my day is filled with talking with citizens who watch Madison City Channel 12. I firmly believe that Madison City Channel creates a strong connection for the Madison Residents to City Government.

However, under the current version of this bill, these vital community links are at risk.

In order for stations such as Madison City Channel to continue their missions, please amend the language of the "Video Competition Act" to fund PEG Access at *the greater of 1% of gross revenues or at the level required of the existing cable incumbent.* This type of language is called "do no harm" language and simply preserves the status quo.

Thank you for your attention in this matter. Please don't hesitate to contact me if I can provide any further information.

Sincerely,

Jennifer Hilgendorf
5949 Monticello Way
Madison, WI 53719

Rotary Club of Madison

22 N. Carroll Street, Suite 202, Madison, WI 53703
Phone (608) 255-9164 Fax (608) 255-9007
E-mail: office@rotarymadison.org www.rotarymadison.org

March 26, 2007

Committee on Energy and Utilities
Wisconsin State Assembly
Capitol Building
Madison, WI 53702

Re: AB-207

To Committee on Energy and Utilities Members:

I understand that the proposed AB-207, "Video Competition Act," would essentially eliminate current authorization for the funding of Public, Educational, or Government channels. I write to strongly oppose that provision of the proposed law.

The citizens of Madison are served by City Channel 12. Many of us, retired or still employed, remain connected to City government through the programming of City Channel 12. If the funding were eliminated, or required to be shifted to the property tax, it would deeply wound, perhaps fatally, this access to city affairs.

City Channel 12 also provides informative, educational and entertaining programming. Prominent presentations and speakers before area service clubs are often taped by City Channel 12 and rebroadcast multiple times. As a member of and program chair for the Rotary Club of Madison, I am acutely aware of the positive reactions Madisonians have to such programming. In the past few years, presentations by UW Coach Bret Bielema, Chief Justice Shirley Abrahamson, UW researcher James Thomsen, and author David Marinnis, as well as programs celebrating Martin Luther King, Jr. and Benjamin Franklin, and thought-provoking presentations by numerous UW faculty, have been shared with citizens through the efforts of City Channel 12.

Legislation which would eliminate or severely hamper established funding mechanisms for City Channel 12 and similar outlets would do grave damage to the goal of an informed citizenry. I urge that the legislation under consideration, regardless of its other merit(s), maintain established funding mechanisms so as to allow continuation of such operations.

Very truly yours,

James K. Ruhly

James K. Ruhly

JKR/dlb

cc: Brad Clark, Station Manager

MADISON AREA CRIME STOPPERS, INC.

Crime Stoppers Administrative Office • P.O. Box 964 • Madison, WI 53701-0964

Phone 266-6014 **Rewards up to $1,000**

March 26, 2007

Dear Members of the Assembly Committee on Energy and Utilities:

I am writing in support of Madison City Channel and PEG Access Television in Wisconsin, and to urge you to restore existing funding mechanisms in the "Video Competition Act" (AB-207) the Wisconsin Legislature is considering.

I am the Law Enforcement Coordinator for Madison Area Crime Stoppers and have been working with Madison City Channel 12 since May of 2006. Crime Stoppers is a program designed to prevent and solve crimes in a combined effort of police, media and citizens. The program is based on the idea that for every crime someone aside from the perpetrator has knowledge of that crime. Citizens are often reluctant to come forward with information out or fear or apathy about getting involved. Crime Stoppers combats these problems by ensuring informants anonymity and providing monetary reward for useful information.

Madison Area Crime Stoppers relies on the media to get the word out about the program, unsolved crimes, and wanted people. Madison City Channel 12 has been instrumental in assisting us with getting the word out by broadcasting English and Spanish weekly TV segments about unsolved crimes in the Madison area that are taped by Channel 27 and by airing a bulletin board daily that displays unsolved crimes and wanted people. Although I do not know the specific number of calls that come from information aired on Channel 12, I do know that in 2006 Madison Area Crime Stoppers received 137 more calls than in 2005 when we did not have a working relationship with Channel 12. Madison Area Crime Stoppers was also responsible for solving 93 cases in 2006 compared to 63 in 2005. This program depends on the services of media outlets like City Channel 12 for its success.

In order for stations such as Madison City Channel to continue their missions, please amend the language of the "Video Competition Act" to fund PEG Access at *the greater of 1% of gross revenues or at the level required of the existing cable incumbent*. This type of language is called "do no harm" language and simply preserves the status quo.

Thank you for your attention in this matter. Please don't hesitate to contact me if I can provide any further information

Sincerely,

Cindy Buechner

Cindy Buechner, Police Officer

(608) 267-1984

Serving All Dane County
A Community Effort to Deal with Crime

Overture Center
FOR THE ARTS

201 State Street, Madison, WI 53703

March 23, 2007

Dear State Legislators,

Overture Center for the Arts strongly supports all public, educational and government television programming channels. We urge you to please preserve existing PEG funding in any state legislation.

We value our close relationship with Madison City Channel to help create awareness of Overture's many education, outreach, and community activities. Station manager Brad Clark works closely with us to communicate vital information about the more than 50,000 public school students who visit Overture for our performing arts series, OnStage, supported by the American Girl's Fund for Children.

In fact, we rely on public television to tape our annual season premiere party (May 16 this year) and help generate community interest and excitement for the variety of performances and gallery exhibitions at Overture. Madison City Channel is a key stakeholder in helping deliver our important community message with a level of quality and clarity we would likely be hard-pressed to afford in the commercial marketplace.

Overture asks you to please preserve existing PEG funding in any state legislation.

Sincerely,

Tom Carto
President and CEO, Overture Center for the Arts

March 26, 2007

Committee on Energy and Utilities
Wisconsin State Assembly
Capitol Building
Madison, WI 53702

Dear Members of the Assembly Committee on Energy and Utilities,

I am writing in support of Madison City Channel and PEG Access Television in Wisconsin, and to urge you to restore existing funding mechanisms in the "Video Competition Act" (AB-207) the Wisconsin Legislature is considering.

Channels such as Madison City Channel are an important component of the public discourse. Communities such as Madison are very interested in the activities of their local government. Just as C-Span makes accessible the workings of the Federal Government and the proposed Wisconsin Eye that of State Government, Madison City Channel makes local Madison government and public affairs accessible to the Madison public, resulting in a more informed and involved citizenry.

However, under the current version of this bill, these vital community links are at risk.

In order for stations such as Madison City Channel to continue their missions, please amend the language of the "Video Competition Act" to fund PEG Access at the greater of 1% of gross revenues or at the level required of the existing cable incumbent. This type of language is called "do no harm" language and simply preserves the status quo.

Thank you for your attention in this matter. Please don't hesitate to contact me if I can provide any further information.
Sincerely,

Dalia D. Dannenberg
F&S Staff Services Specialist
Capitol Insurance Companies
Ph: 608-829-4235
FX: 608-829-7402

MONONA
TERRACE

March 26, 2007

Representative Phil Montgomery
Members of the Assembly Committee on Energy and Utilities
Room 412 East
State Capitol
State of Wisconsin

Dear Representative Montgomery:

I am writing in support of the Madison City Channel, and to urge you to maintain the existing funding mechanisms that are currently available to this channel.

Channels such as Madison City Channel are an important component of the public discourse. Just as C-Span makes the workings of our federal government open to the general public, Madison City Channel makes local Madison government and public affairs accessible to the Madison area citizens, resulting in a more informed and involved citizenry.

Madison City Channel works with Monona Terrace to help educate the public about our facility, and promoting our free community events. They also tape and re-broadcast public programs held at Monona Terrace that citizens would not otherwise be able to attend.

However, under the current version of the "Video Competition Act" (AB-207), these vital community links are at risk. I urge you to support the current funding mechanisms for channels such as Madison Channel 12.

Thank you for your attention in this matter. Please contact me if I can be of any further assistance.

Sincerely,

Jim Hess, CFE
Executive Director

ONE JOHN NOLEN DRIVE
MADISON WI 53703

608 261-4000 TEL
608 261-4049 FAX
608 261-4150 TTY
info@mononaterrace.com

`Madison City Channel - Organizations Served

Public Affairs Programs	Organization
The Mayor's Report	City of Madison Mayor's Office
District Reports	Madison Common Council
Senior Beat	Madison Senior Center
Conexion Latina	Centro Hispano; Madison Common Council (Ald. Tim Bruer)
Madison Works	various City agencies
Access: City Hall (1982-2003)	League of Women Voters of Dane County
Focus on Equality (1987-1998)	Equal Opportunities Commission; Affirmative Action
Healthy City (1987)	City Public Health
Common Horizons (1995-1997)	YWCA
Building Blocks (1997-2003)	Mayor Bauman's Office

Regular Meeting Coverage	Staff/Organization
Madison Common Council	Common Council Office
Madison Plan Commission	City Planning and Development
Madison Board of Estimates	City Comptroller's Office
Physical Disabilities Commission	Affirmative Action
Transit and Parking Commission	Metro
Pedestrian, Bicycle, and Motor Vehicle Commission	City Traffic Engineering
Dane County Board	Dane County Board Office

Video Production Services - City Agencies

Affirmative Action	Mayor
City Attorney	Monona Terrace
Building Inspection	Olbrich Gardens
Community Development Block Grant	Organizational Development and Training
City Clerk	Parking Utility
Employee Assistance Program	Parks
Engineering	Planning and Development
Equal Opportunities Commission	Police
Fire	Senior Center
Health	Sewer Utility
Housing Operations	Streets
Human Resources	Traffic Engineering
Information Services	Transportation
Library	Water Utility
Metro	Municipal Court
Comptroller	
Madison Sesquicentennial Committee	

Video Production Services – Other Government Agencies

Dane County Cultural Affairs
City-County Combined Campaign
Dane County Veterans Services
Dane County Department of Public Health
Dane County Emergency Management
Madison Area Technical College
Dane County Clerk
Neighborhood Intervention Project
Dane County Job Center
State Elections Board
Employment & Training Association
Dane County 911 Center
Dane County Parks

Video Production Services – Nonprofit Organizations

Domestic Abuse Intervention Services
Greater Madison Convention and Visitors Bureau
Pedestrians Encouraging Driving Safely, Inc.
Tobacco-Free Dane County Coalition
Red Cross of Madison
Community Health Charities of Wisconsin
North/East Side Senior Coalition
Madison Apartment Association
Celebrate Madison
African Association of Madison

Video Production Services – Other

Westgard Quality Corporation
Madison English as a Second Language School

Special "Ad-Hoc" Meeting/Event/Presentation Coverage – City Agencies

Mayor's Office
Equal Opportunities Commission
Public Health
Fire
Police
Planning and Development
Community Development Block Grant
Common Council
Parks
Library
Metro
Monona Terrace
Civic Center/Overture Center
Senior Center
Streets
Affirmative Action
Community Services
Olbrich Gardens

Special "Ad-Hoc" Meeting/Event/Presentation Coverage – City Boards and Commissions

Sesquicentennial Commission
Alcohol License Review Committee
Civil Rights Department Advisory Committee
Common Council Organizational Committee
Commission on the Environment
Community Development Authority
Union Corners Public Hearings
City of Madison Comprehensive Plan
Ad-Hoc Swimming Pool Committee
Parks Commission
Housing Committee
Transport 2020
Streetcar Study Committee
Landmarks Commission
Urban Design Commission
State Street Redesign Project
Economic Development Commission
Metropolitan Planning Organization

Board of Health for Madison and Dane County
Broadband Telecommunications Regulatory Board
Madison Cultural Arts District Board
Community Development Block Grant Commission
East Rail Corridor Plan Advisory Committee
Downtown Coordinating Committee

Special "Ad-Hoc" Meeting/Event/Presentation Coverage – Other Government Agencies

Dane County Equal Opportunities
Office of Lt. Gov. Barbara Lawton
Office of State Senator Mark Miller
Dane County Emergency Management
Office of U. S. Senator Russ Feingold
Office of U. S. Representative Tammy Baldwin
North Mendota Parkway Advisory Committee
Dane County Women's Issues Committee
Wisconsin Department of Health and Family Services
Wisconsin Department of Transportation
Dane County Regional Planning Commission
UW Diversity Education Program
UW LaFollette Institute
UW Hospitals
Public Service Commission
Dane County Comprehensive Plan
Dane County Census 2000

Special "Ad-Hoc" Meeting/Event/Presentation Coverage – Nonprofit Organizations

Wisconsin Alliance of Cities
Wisconsin Association of PEG Channels
Wisconsin Forward Award
Wisconsin Academy of Sciences, Arts & Letters
YWCA of Madison and Dane County
Four Lakes Group Sierra Club
Greater Madison Convention and Visitors Bureau
Center for Democracy in Action
American Society for Public Administration
Tobacco-Free Dane County Coalition
Dudgeon-Monroe Neighborhood Association
Greater Madison Healthy Lawn Team
Wisconsin Innocence Project
Breast Cancer Recovery Foundation
Madison-Camaguey Sister City Association
Yahara Lakes Advisory Group
Greater Madison Chamber of Commerce
Wisconsin Women in Government
League of Women Voters of Dane County
League of Women Voters of Wisconsin
International Association for Public Participation
Society of Professional Journalists
Apartment Association of South Central Wisconsin
Madison Area Quality Improvement Network
Physicians for Social Responsibility
The Dane Fund
Safe Community Coalition
Downtown Madison Rotary
King Coalition
Urban League of Greater Madison
TEMPO Madison
Capital Neighborhoods, Inc.
Downtown Madison, Inc.
River Alliance
Rape Crisis Center
Area Agency on Aging
Historic Madison, Inc.
Madison Pride
United Refugee Services
Madison Civics Club
State Bar of Wisconsin
Madison Urban Ministry
Race Unity Rally
Tenant Resource Center
NAACP Madison Branch
United Way of Dane County
Wheelchair Recycling Project
Wisconsin Book Festival
Centro Hispano
Communities United Against Hate

Special "Ad-Hoc" Meeting/Event/Presentation Coverage – Other

Isthmus
Madison Gas & Electric
Wisconsin State Journal
Piano Technicians Guild

Community Bulletin Board – City Agencies

Board of Estimates
CCOC Subcommittee on Committees
City Clerk Office
City of Madison Assessor
City of Madison CDBG
City of Madison Comprehensive Plan
City of Madison Human Resources
City of Madison Neighborhoods
City of Madison Study Circles on Race
City/County Health Department
East Washington Avenue Reconstruction Project
Equal Opportunities Commission
Fit City Madison
Madison 150
Irwin A. Goodman & Robert D. Goodman Swimming Pool
Madison CitiArts
Madison City Channel
Madison Civic Center
Madison Common Council
Madison Equal Opportunities Commission
Madison Fire Department
Madison Metro Transit
Madison Metropolitan Sewerage District
Madison Parks Division
Madison Parks Foundation
Madison Pay.com (Treasurer?)
Madison Police Department
Madison Public Health Department
Madison Public Library System
Madison Senior Center
Madison Streets and Recycling
Madison Stuff Exchange
Madison Traffic Engineering
Madison Water Utility
Mayor's Office
MMSD Planetarium
Monona Terrace
MSCR
Olbrich Gardens
Overture Center
Section 8 Advisory Commission
State Street Design Project
Warner Park Community Recreation Center
West Madison Senior Center

Community Bulletin Board – Other Government Agencies

Dane County Board of Supervisors
Dane County Clean Air Coalition
Dane County Clean Sweep
Dane County Cultural Affairs Commission
Dane County Dairy Promotion Committee
Dane County Department of Human Services
Dane County Employee Relations Office
Dane County Pubic Safety Communications Center
Dane County Regional Planning Commission
Dane County Veterans Service Office
Dane County Youth Commission
Department of Public Works
MATC
MATC Mitby Theater
MATC Showchoir
National Highway Traffic Safety

Administration
South Central Library System
State Historical Society
Story Corps (national archives)
Transport 2020 Commission
U.S. Coast Guard Auxiliary
University of Wisconsin – Madison School of Music
University of Wisconsin – Madison Physics Department
University of Wisconsin Department of Intercollegiate Athletics
University of Wisconsin-Madison Classified Personnel Office
University Opera
University Theatre
US Postal Service
UW African Studies Program
UW Arboretum
UW Flying Club
UW Center for the Study of Upper Midwestern Cultures
UW Memorial Union
UW-M Center for East Asian Studies
UW-M Cycling Club
UW-M Geology Museum
UW-Madison Center for the Humanities
UW-Madison Dance
UW-School of Veterinary Medicine
Wisconsin Arts Board
Wisconsin Council on Developmental Disabilities
Wisconsin Department of Veterans Affairs
Wisconsin DOT
Wisconsin Humanities Council
Wisconsin Park and Recreation Association
Wisconsin Union Galleries
Wisconsin Union Theatre
Wisconsin Veterans Museum

Community Bulletin Board – Nonprofit Organizations/Events

100 Black Men of Madison, WI
AAA Wisconsin
4-C Child and Adult Care Food Program
AARP
African Association of Madison, Inc.
AIYSEP
AIDS Network South Central Wisconsin
Alzheimer's Association
American Business Women's Association Madison Chapter
American Cancer Society
American Red Cross
American College Dance Festival Association
Arthritis Foundation
Assumption Greek Orthodox Church
Atwood Community Center
Bach Dancing and Dynamite Society
Badger State Games
Balalaika and Domra Association of America
Barrymore Theatre
Bartell Theatre
Bayview Foundation
Bicycle Federation of Wisconsin
Blue Dot Theatre
Big Brothers and Big Sisters of Dane County
Brat Fest
Boys & Girls Club of Dane County, Inc.
Briarpatch
Breast Cancer Survivors Support Group
Broom Street Theatre
Business and Professional Women of WI
Capitol City Band
Capitol Neighorhoods, Inc.
Capitol Square Sprints Madison
Centro Hispano
Chazen Museum of Art
Community Action Coalition of South Central Wisconsin
Community Services Center
Community Shares
Cow Parade Wisconsin 2006
Cystic Fibrosis Foundation
CTM Madison Family Theatre Company
Dance Wisconsin
Dane County Advocacy Network
Dane County Fair

Dane County Farmer's Market
Dane County Food Pantry Network
Dane County Humane Society
Dane County Job Center
Dane County Kids
Downtown Madison, Inc.
Dane County Winter Farmer's Market
Easter Seals Wisconsin
Domestic Abuse Intervention Services
Eastside Farmer's Market
East Madison/Monona Coalition of the Aging
Eastside Players
Edgewood College
Empty Bowls Madison
Exchange Center for the Prevention of Child Abuse
Fantasy in Lights
Fitchburg Farmer's Market
Flu Shot Clinic
Four Lake Council of Boy Scouts of America
Four Seasons Theatre
Friends of Pheasant Branch
GLSEN South Central Wisconsin
Great Midwest Alpaca Festival
Habitat ReStore
Greater Madison Convention and Visitors Bureau
Harambee Health Hour
Greater State Street Business Association
Havens Center
Habitat for Humanity of Dane County
Hello Friend
Henry Vilas Zoo
Hilldale Farmer's Market
Home Buyers Round Table of Dane County
Home Health United
Homeless Cooperative
HospiceCare
HOPES Helping Others Prevent & Educated about Suicide
Houdini Club of Wisconsin
Independent Living, Inc.
Isthmus Jazz Festival
Isthmus Vocal Ensemble
Jin-Wen Yu Dance
Kalaanajali School of Dance
Kanopy Dance Company
Kennedy Heights Community Center
Kujichagulia - Madison Center for Self Determination, Inc.
League of Women Voters of Dane County
Li Chiao-Ping Dance
Mad CAP
Mad-City Ski Team
Madison Area Cagebird Association of Wisconsin
Madison Area Credit Unions
Madison Area Community Supported Agriculture Coalition
Madison Area Concert Handbells
Madison Area Crime Stoppers
Madison Area Down Syndrome Society
Madison Area Jugglers
Madison Area Lieracy Council
Madison Area Mothers of Multiples
Madison Area Peace Coalition
Madison Area Safe Kids Coalition
Madison Art Center
Madison Audubon Society
Madison Bahá'í faith community
Madison Ballet
Madison Blues Society
Madison Boychoir
Madison Brass
Madison Children's Museum
Madison Coalition of Older Adults
Madison Common Council
Madison Community Orchestra
Madison Festivals Inc.
Madison Fireworks Fund, Inc.
Madison Folk Music Society
Madison Human "Milk Depot"
Madison Jazz Society
Madison Marimba Quartet
Madison Municipal Band
Madison Museum of Contemporary Art
Madison Opera
Madison Repertory Theatre
Madison Rotary
Madison Savoyards, Ltd.
Madison Sports Car Club
Madison Symphony Orchestra
Madison Theatre Guild
Madison Youth Choirs
Madison's Kids Cafe

March of Dimes
Max Kade Institute
Marquette Neighborhood Association
MEDIC
McClellan Park Neighborhood Association
Mercury Players Theatre
Middleton Farmer's Market
Midvale Heights Neighborhood
Midwest Renewable Energy Association
Neighborhood Connections
National Association of Letter Carriers
Neighborhood Watch
Nehemiah Community Development Corporation
North/Eastside Senior Coalition
Neighborhood House Community Center
Opera for the Young
Old Market Neighborhood Association
Parental Stress Center
P.A.V.E. Promoting Awareness, Victim Empowerment
Parkwood Hills Garden Club
Patrick Marsh Conservancy
Polar Plunge
Positive Outlook Support Team
Project Bootstrap
Project Home
PUSH America
Rainbow Project
Rape Crisis Center
REAP Food Group
Retired & Senior Volunteer Program RSVP
Safe Harbor of Dane County, Inc.
Rolling Meadows Neighborhood Association
Ronald McDonald House Charities
Safe Community Coalition of Madison and Dane County
SAIL Support for Active Independent Lives
Schumacher Farm
Second Harvest of Dane County
Seniors Organizing Seniors
Small Business Development Center
South Madison Community Market
South Madison Coalition of the Elderly
Special Olympics
St. Bernard's Theater
Stage Q
Stage Works Productions, Inc.
STARTS
Strollers Theatre Ltd.
Sun Prairie Farmer's Market
Sun Prairie Garden Club
TEMPO Madison
Susan G. Komen Breast Cancer Foundation
Tenant Resource Center
TapIT/New Works Ensemble Theater
The Oakwood Chamber Players
Tenney-Lapham Neighborhood Association
The Respite Center
The Leukemia & Lymphoma Society
The Veterans of Foreign Wars Band
The Philharmonic Chorus of Madison
United Way of Dane County
Tobacco-Free Dane County Coalition
V.A. Kids Center
United Cerebral Palsy of Greater Dane County
WAEA
Waunakee Farmer's Market
Westside Community Market
WhoopDeDoo Productions, Inc.
Wisconsin Alliance of Cities
Wisconsin Academy of Sciences, Arts and Letters
Wisconsin Chamber Choir
Wisconsin Alliance of Artists and Craftspeople, Inc.
Wisconsin Association of PEG Access Channels
Wisconsin Chamber Orchestra
Wisconsin Center for Academically Talented Youth
Wisconsin Sports Development Corporation
Wisconsin Tobacco Quit Line
Wisconsin Track Club
Wisconsin Wetlands Association
Wisconsin Women's Business Initiative Corporation
Wisconsin Youth Symphony Orchestras
World Dairy Expo
Yahara District Boy Scouts of America
YMCA of Dane County
Young Shakespeare Players
YWCA of Dane County

City of
Madison

Brad Clark
Station Manager
Madison City Channel

March 27, 2007

I'd like to thank Representative Montgomery and the other members of the Committee for holding this hearing and for allowing me the opportunity to appear before you today.

My name is Brad Clark and I am the Station Manager of Madison City Channel, the City of Madison's local government television station. We're the "G" in PEG in Madison.

I think it's fair to call Madison City Channel Madison's version of CSpan, in that we exist to help connect residents of Madison with their local government. And we do that in large part through our gavel to gavel coverage, live, on tape, and on the web, at www.mcc12.tv, of the most important meetings of local Madison government such as the Madison Common Council.

For those who are unable to attend proceedings of their local government due to work schedules, age, or disability, Madison City Channel may be the only connection these citizens have with their government.

And because we cover these meetings and events gavel to gavel, our audience does not have to rely upon a thirty second clip on the evening news or a 500 word story in the morning paper to find out what's going on – Madison residents can watch for themselves, see for themselves, and decide for themselves.

We also partner with City agencies and many other community organizations to cover special hearings and other events and to get important information to the Madison public. I have provided the members of the committee with a list of the organizations we have worked with over the years, and as you can see it's a pretty inclusive list.

Also, should an emergency such as a Hurricane Katrina strike Madison, City Channel is available to provide crucial emergency information to Madison residents.

Do people watch us? In a community like Madison, with a highly educated and politically aware populace, you bet. A survey we conducted in 2005 found that 52% of residents in Madison watch us very often (1-5 times a week or more) or somewhat often (6-10 times a month), 75% of respondents were satisfied or very satisfied with the overall job we are doing, and 74% of respondents think the services we provide are a good or excellent use of public monies.

Madison City Channel is able to provide all of these services because we have a staff of professional television producers and directors. This is not public access; we are a professional organization, and for over thirty years we have been a fundamental part of local democracy.

And yet all the ways that Madison City Channel is part of the public discourse in Madison are in jeopardy under AB 207 as written.

Cities that chose to provide government access television for the benefit of their communities established mechanisms with cable providers to assist in the funding of these channels. These mechanisms were established locally, by local elected officials. And so in Madison you are able to have a station like ours, with a funding formula that eases pressures on property taxes. When cable subscribers in Madison pay their bill, about 40 cents a month – less than $5 a year - goes toward helping Madison City Channel connect Madison residents with their local government. Again, this funding is provided only by subscribers, not property tax payers as a whole.

AB 207 as written, because it prohibits any funding mechanisms over the 5% franchise fee, would force cities to choose between closing the doors of stations like Madison City Channel or increasing property taxes to replace the support that would be lost.

When bills instituting statewide video franchising passed states such as Texas, they all contained language preserving some sort of support for PEG over and above any 5% franchise fee. In Texas, for example, cities have the choice of either maintaining the existing PEG funding mechanisms for all video providers or assessing a fee for PEG equal to 1% of the provider's gross revenues. And that's all we're talking about here - maintaining the existing funding mechanisms. We firmly believe that Wisconsin, with its tradition of open government, should have as strong a commitment to channels that promote open government as states such as Texas.

So I urge the committee, if it is ultimately your decision to pass a statewide franchising bill, that before you do, amend it first – leave channels like Madison City Channel whole. Our citizens deserve no less.

I thank the committee for its attention and I am of course available to answer any questions you may have.

CITIZEN ACTION OF WISCONSIN

Organizing people to make Wisconsin a better place to live and work

TESTIMONY BEFORE THE COMMITTEE ON ENERGY AND UTILITIES ON WISCONSIN VIDEO COMPETITION ACT

March 27, 2007

Good morning. My name is Dr. Robert Kraig; I am the Communications and Program Director of Citizen Action of Wisconsin.

Thank you to Chairman Montgomery and the members of the committee for the opportunity to testify today on an issue of great importance to Wisconsin consumers.

The debate over cable competition is critical to Wisconsin consumers – your constituents -- and making sure that they get what they want: better service, lower prices, and more choices.

As the state's largest public interest group, with over 85,000 members and 100 diverse groups as our base, Citizen Action of Wisconsin's core mission is public advocacy. What our members have consistently told us is that their cable bills are too high, they have no choice of providers, and customer service falls far short of other industries. That is why we believe that opening the doors to competition is a good way to lower subscriber fees, raise service standards, and encourage the spread of new technologies and services to every corner of Wisconsin.

We all must admit that the current regulatory system of local cable monopolies is broken. Cable rates in Wisconsin have risen nearly 90 percent over the last decade, with some communities seeing rate hikes of as much as 300 percent. The current system is not working, and it's time to look for a sound alternative.

Statewide video franchising, already adopted in 11 other states, is that sound alternative. The framework for competition laid out in the Wisconsin Video Competition Act will lead to lower prices; just as competition has benefited consumers in long distance telephone service, cellular phone service, internet service and e-mail.

While competition is a strong force for protecting consumers, it's important to note that this act does not give video service providers carte blanche. The bill:

- secures the ability of local governments to maintain existing health, safety, and public welfare authority over rights-of-way;
- Prohibits discrimination on basis of race or income;
- Provides build-out requirements for new entrants;

While our mission is primarily public advocacy, Citizen Action cannot ignore the promise of economic growth surrounding cable competition. Estimates are that video competition will spur hundreds of millions in economic investment in Wisconsin, create 1,500 or more jobs directly and spur much more indirect economic growth and job creation. That's an issue we cannot ignore, and yet another reason that video competition has our strong support.

As lawmakers continue to fine-tune this legislation in the coming weeks, I'm sure there will be some discussion related to the availability of PEG channels. Citizen Action is a strong supporter of PEG channel programming, and would like to see public access to PEG channels preserved as we move toward a state video franchise system.

As I said before, the current patchwork of local cable monopolies is out of date. Wisconsin consumers have been forced to endure monopoly cable rates and lackluster service for far too long. Now is the time to act on this important consumer issue.

And as we've seen in other industries, when all companies big and small are allowed to compete on a level playing field to offer the best service at the best price, consumers are the real winners.

Consumers respectfully ask that you act swiftly. A recent study shows that cable customers stand to save as much as $149 a year on their cable bills if competition is allowed. With 1.4 million cable consumers in Wisconsin - every month that goes by without cable reform costs Wisconsin consumers tens of millions of dollars in lost savings on their monthly bills.

In closing, I would like to thank the sponsors of the Wisconsin Video Competition Act for championing this important legislation and I want to thank the members of this committee for their hard work and extending the opportunity to Citizen Action to present our testimony. I'm happy to answer any questions I can, and Citizen Action of Wisconsin is eager to work with you in the coming weeks we fine tune this measure.

Thank you.

To: Public Hearing on AB 207/SB 107

From: Tom Soik, coordinator, Sturgeon Bay Public Access

This bill is a slap in the face to not only the Public Access centers across the state, but to the very communities that are deeply affected by the broad sweep of the bill, not only as it relates to Public Access, but as it relates to issues of local control over local matters. This bill says that Madison can control our Franchise Agreements, our Rights of Way, our programming and our revenues more wisely than Sturgeon Bay and every other community in Wisconsin. And we all know exactly where the impetus for this bill is coming from...AT&T. Apparently they want to break into a new market the old fashioned way...buy their way in.

They've spent tens of millions of lobbying dollars at the federal level and finally, they show up at our state legislators' doors crying that they can't compete and that you need to "level the playing field" for them.

We've heard promises of savings due to competition. Well come on in and compete and show us the savings. I'll be the first to sign up if they do, but I'm not holding my breath and anyone who's familiar with AT&T's promises is not holding their breath either...ask Milwaukee.

In return for the promise of savings and competition here's what we as a community will give up:

- The ability to negotiate franchise agreements that fit our communities' individual needs. Madison apparently fells it can do it better.
- Authority over our own Rights of Way. Has AT&T explained to you their plans for refrigerator-sized fiber conversion boxes placed in our ROW's throughout the cities? Picture one of these in front of your house.
- Loss of revenue in two ways. First, this bill will deny any support for our Public Access channels, which will devastate most of the Public Access channels in the state. No longer will government meetings, church services and community events be brought into our homes and no longer will important information be communicated to our residents via our message boards. By the way, a fugitive from justice was apprehended just last Thursday as the direct result of a "Wanted" bulletin posted on Sturgeon Bay's Channel 18.
  A second loss of revenue will result from a new formula for calculating the franchise fee by eliminating advertising an other fees, resulting in as much as a 30% reduction in revenue. I'm sure AT&T would like you to think that these savings will be passed directly on to the consumer. By the way, have they actually quantified the savings that consumers will see with the passage of this bill?
- Control over our own programming. This bill wants to impose programming guidelines on our Public Access channels for original and non-repeat programming that almost no commercial channel could comply with. If big brother in Madison sees that we are not providing a level and content of

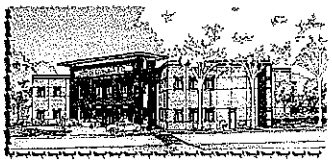
programming they deem acceptable they can simply shut our channels down. If it weren't actually in the bill's language it would be laughable.

As far as Madison is concerned, the only consequence of this bill will be another bureaucracy to set up and administer. At the local level however, the consequences of this bill will affect every one of us everyday and in ways the backers of this bill never anticipated. So I ask that you look carefully at all aspect of this bill as it affects not just AT&T, but the local communities they want to compete in. If AT&T wants to compete in Sturgeon Bay we welcome them, but don't tell us we have to give up local control and revenues in order for them to compete.

Thank you.

Encl: Sturgeon Bay P.D. letter, 03/26/07

STURGEON BAY POLICE DEPARTMENT



The mission of the Sturgeon Bay Police Department is to serve, protect, and work in partnership with the community to ensure a safe, nurturing environment.

March 26, 2007

RE: Assembly Bill 207

To Whom It May Concern:

This letter is to express my opposition to Assembly Bill 207. I feel this legislation would unduly restrict and inhibit local video service providers.

Just as with law enforcement services, those that provide the service locally are in conjunction with the wants and needs of the specific community. With the passage of this bill into law, I feel the ability to provide this particular service would be comprised.

The foundation of the Sturgeon Bay Police Department is our mission statement, which is stated above. One of the key aspects of our mission statement is the partnerships we have established, maintained, and utilized to our benefit in ensuring a safe, nurturing environment in our community. My fear is that the bond of this partnership with our local provider may be weakened by this proposed legislation.

Sincerely,

Daniel J. Trelka
Chief of Police

421 Michigan Street. Sturgeon Bay, WI 54235
Phone: 920-746-2450 Fax: 920-746-2453

TO: Energy and Utilities Committee March 27, 2007

From: Laurel A. Canan on behalf of JATV 12 in Janesville, WI

Good morning. I appreciate the opportunity to appear here today and tell you about the Arts in Janesville.

I'm Laurel Canan, the Executive Director of the Janesville Performing Arts Center. I also serve as the Vice-President of the United Arts Alliance, a consortium of performing and visual artists, and various historical organizations. Today I represent all the local arts groups and local performers that use JATV as their platform.

JATV plays an important role in the arts community. At JPAC, we have over 70 performing arts events on our calendar for this season. We rely on JATV to get our concert promotional materials, special event broadcast and replay of taped concert programs on the air. Various audience members who would not hear about a concert event have commented they get a "preview" of upcoming events and this often influences their decision to attend. Here are some examples:

- promotional DVD's of upcoming artists provided to JATV, giving a sampling of the concert and background information on the artist;
- Broadcast of "Janesville in Stages", the opening production of the Janesville Performing Arts Center in September, 2004. Only one performance of this program was staged, telling the story of the Janesville community written by a local author. Many who were not able to get tickets for this sold-out program were able to watch the re-broadcast or purchase DVDs of the program;
- Taped concerts by the Beloit Janesville Symphony and the Rock Prairie Orchestra;
- Programs featuring local visual artists demonstrating a painting technique;
- Several programs have been produced featuring stories about the history of our community- The Lincoln Tallman House and the Tallman families, The Sterling North home in Edgerton, the Beckman-Mill and a tour of historic neighborhoods in Janesville.

JATV provides access to the arts for all. Many people in our community who are not physically able to come to a concert or community art event are able to watch the program on JATV. We frequently get feedback from that audience, how they feel that they are able to participate in the community arts programs.

JATV also broadcasts area fundraising performances. Recently, the Alzheimer's Support Center staged a "Dancing with the Stars" event with seven area amateur couples in a dance competition similar to the hit TV show. This event raised over $16,000 and will be broadcast on JATV-making those who were not at the event, raising awareness of the Alzheimer's organization and providing an entertaining program as well.

Public access provides a real value and benefit for our community. The loss of this community asset would be deeply felt by the arts community and the viewership that rely on the station for presentation of all the various productions.

Please save PEG access. Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.

My son, Jordan Bethea, was involved in KIDS-4 TV for 9 years, From 5th grade to his freshman year in college. He not only learned how to use video equipment, direct a show, create a show and scripts, figure out costumes and work in front of and behind the cameras. He also learned self-confidence, working with others-diplomatically, speaking in front of others, responsibility for assignments, and a good work ethic. He lobbied for, and established the very first high school age crew. He was also employed at the studio as a night programmer, and assistant crew leader.

The skills that he learned at KIDS-4 have transferred over to his current job as an entertainer at Disney World. He applies his creativity, and improvisation skills on a daily basis at his job. He also has no fear of being in front of large crowds, or speaking to a group of people. If it wouldn't have been for his KIDS-4 experience, he wouldn't be as good at his job as he is.

With all the cuts in schools for journalism, art, and drama classes, the only place where kids from Sun Prairie can get this training, or have a creative outlet, is KIDS-4.

The kids often don't realize how lucky they are that Sun Prairie is able to have the only " developed and run by kids" television station in the United States. No other city in the U.S. has such a station. The comment by kids from other cities, both local and nationwide, who visit the studios, is "Gosh, I wish we had a station like this in *my* town."

Please don't take this wonderful, creative, unique opportunity away from the kids of Sun Prairie! Work it out so that they can still operate at the level they operate at now. The service that they provide to kids and the Sun Prairie community is so very valuable.

Sally Walter

MCM
MATA COMMUNITY MEDIA

To: Assembly Committee on Energy and Utilities
Senate Committee on Commerce, Utilities and Rail

From: Vel Wiley, Executive Director, MATA Community Media – Milwaukee

Date: March 27, 2007

Re: Recommended Changes to AB207/SB107, Statewide Video Franchising Bill

MATA Community Media services the City of Milwaukee and seven suburban communities. We also provide service support to educational access groups in Milwaukee. The current language in the Statewide Video Franchising Bill would eliminate public, educational and government access (PEG) in the State of Wisconsin. It would also reduce current franchise fees to local governments by 20% - 25%.

It is disheartening to know that the competing businesses supporting this bill wish to use public property, but not provide the public with support of service venues such as PEG services. Surely, the elected officials will not permit such a clear disregard of public welfare to occur. To prevent this, make the Statewide Bill more reasonable and constituent supportive, the following changes are recommended:

1. **Maintain PEG Financial Support Requirements**

   - AB 207/SB/107 prohibits municipalities from requiring financial or other support from video service providers for PEG channels. PEG stations provide valuable services to their communities by televising council meetings, candidate forums, community events, and programs promoting the causes of non-profit organizations.

   - Change: Video providers should be required to provide 2% of gross receipts or match PEG financial commitments under the incumbent's franchise agreement, whichever is greater.

   - Currently in California, Texas, Milwaukee-AT&T Bill

2. **Maintain Local Control over Peg Channel Capacity and Programming**

   - Current language in the Franchise Bill under "substantially utilized" states that PEG channels not utilizing 12 hours per day of unrepeated locally produced programming may have the channel (s) reclaimed by the video provider. Such standards are indefensible given that no other television industry, broadcast, cable or PBS, is under such stringent rules.

- Change: Eliminate the provision that allows providers to take back PEG channels that are not "substantially utilized".
- Currently in Milwaukee-AT&T Agreement

3. Continue Carriage of PEG Programming from Source to Headend or video Hub

- AB 207/SB 107 Forces municipalities to pay for the equipment necessary to ensure that all subscribers receive local PEG programming. This will put an insurmountable financial burden on almost all PEG stations. Half of all PEG stations may be lost; the rest will have to cut back on program production unless local property taxes are increased to cover the short fall. Interconnection of video networks should be required where necessary for the signal quality of PEG channels to be the same as for the commercial broadcast channels.

- Change: Require the video service provider to carry PEG programming to the headend or the video hub at its expense and to interconnect with its competitor's network where necessary to make PEG programming available to all subscribers via a quality signal.

- Currently in California and existing Wisconsin cable franchises

4. Expanding the Definition of "Gross Revenues" for the purpose of Calculating Franchise Fees

- AB 207/SB 107 excludes non-subscriber revenues from the definition of "Gross Revenues" that are subject to the 5% franchise fee. This reduces the payments made by the cable operator by 20% - 25% in many communities. Currently, only cable subscribers pay toward the franchise fees. By reducing the amount local communities will receive, the entire community may have to pay higher taxes and/or fees to compensate for the reduced revenue.

- Although the cable/video providers will have increased profits due to reduced franchise fees, the price of the service is not likely to be reduced as demonstrated by Time Warner is Milwaukee. After cutting the support to public access by 57%, Time Warner did not lower the service cost, but rather, it was increased.

- Change: Have definitions of "Gross Revenues" that include subscriber and non-subscriber receipts.

- Currently in Texas, California, existing Wisconsin cable franchises and Milwaukee AT&T Agreement

5. Clarify Rights-of-Way Authority and Other Police Powers

- The current Franchise Bill language does not provide local communities with the power to control the Rights-of-Way. It is important for municipalities maintain authority of the Rights-of –Way including the right to collect street opening permit fees and require performance bonds and other management tools. The Rights-of-Way is public property and should have oversight by the local government.

- Change: Make clear that municipal authority over rights-of –way is preserved, including the right to collect street opening permit fees and require performance bonds and other management tools.

- Supporting language for Right-of-Way governance is in contracts with California, existing Wisconsin cable franchises, Milwaukee-AT&T Agreement.

Wisconsin State Assembly and Senate Energy and Utilities Committees
March 27, 2007

My name is Ron Harrell, 4636 Island View Drive, Oshkosh Wisconsin, a retired high school journalism and English teacher of 32 years in Oshkosh. I'm here today to show my support for PEG channels like our Oshkosh Community Access Television (OCAT) and voice my opposition to language in AB 207 that reduces or eliminates existing funding mechanisms for community PEG channels.

One of the primary reasons I'm a member of the Friends of OCAT is to help promote education in any way possible. While I was teaching our high school students produced several shows for OCAT, including a monthly Focus On Oshkosh North, which utilized the OCAT studios. Several of our students intern and volunteer at OCAT, and many have used their OCAT training to move onto careers in the television and film industry.

OCAT has been invaluable for education in Oshkosh. For several years now, OCAT CATV 2 has aired our bi-weekly Spotlight on Schools, a show featuring programs, classes or presentations taking place in the district. Viewers have been able to get inside the schools and see education and enrichment taking place and have gotten an up close and personal look at our community's most valuable resource. This past year OCAT collaborated with several middle schools and a high school in Oshkosh to earn a Kiwanis Club grant to produce a student-directed district news show called Explore OASD. This monthly show allows viewers to see school activities from the student's point of view, again increasing awareness. The best watched show relating to education is the airing of the Oshkosh Area School Board meetings. This production is invaluable to the community as it is unedited and covers each meeting in its entirety.

Please save PEG access -- Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.

ASSEMBLY BILL 207
PUBLIC HEARING

Hello. We are a smaller educational/government access channel in Merrill, Wisconsin - Merrill Productions Channel 3. We run our station out of our high school in connection with our class called Media Productions. WE are a non-profit entity.

We do what we do for our community - pure and simple. Along the way we provide grandparents, parents, athletes, dancers, teachers, administrators, band & choir members, elementary through high school students, young & old alike in our community, and many, many others the right to view our channel. This bill will stop services that are currently being provided to our schools and city buildings and would eliminate our channel.

We put a lot of new programming out every week, but asking us to televise 10 hours of unrepeated, local programming every day would eliminate our channel.

We create new and fun programming ourselves. Our announcements are run through us at our high school twice per week. We have produced documentaries on the History of Merrill and recently the Democracy Project. These projects are done in our studio at our station. This bill would eliminate our learning through an awesome medium and would eliminate our channel.

Please we ask you to SAVE PEG access - Preserve dedicated PEG funding, free transmission, and local control over content.

Thank you.

Ashley Beyer Jacque Boyd Nick Cliver Steve Rasmussen

Erin Riddle Andrew Turner Deb Brunett, Operations Manager

bout MAADD

ıe Ministerial Alliance Against the Digital Divide (MAADD) a next generation civil rights organization founded to idge the gap between those who have ready access to ɔw technologies and those who do not. MAADD is based Chicago but works nationally — with thousands of embers actively engaged in our efforts across the country. ıst as the Internet allows us to be a part of the global ɔmmunity, our mission is universal. We are all affected hen some members of our community are disadvantaged / the digital divide.

ur members include individuals of all ethnicities and ackgrounds from around the U.S. who are committed eliminating the disparity that exists in our 21st century chnologically-advanced society.

ɜ the Internet becomes a fundamental part of everyday ɜ for Americans and people around the world, it is imperive that all children have the opportunity to develop the ɜsic knowledge and skills that they will need to compete the technology-driven future.

AADD strongly believes that providing underserved ɔmmunities with access to the Internet and other emerging rms of technology will position these communities for successful and productive future, but will also provide em with a means to participate in social activism on a assive scale.

bout the DIGITAL DIVIDE

ʼidence suggests that lack of Internet use follows economic ıes. A Pew Research Center study found that 31% of ɔmes without Internet access have household incomes of ss than $30,000. Of that economic group, 75% of African nericans and 74% of Hispanics are not online.

ccess does not necessarily mean that an Internet user is idging the digital divide. A recent study that shows that 3% of children had been online within a week, but a serious vide still exists: quality. Children in economically disadvanged communities attend schools without enough computers high-speed modems and with teachers who aren't trained. igh-speed access costs more money, and without the ɔility to pay, these Internet users are left behind.

ıtact Information

ADD

. Box 10554 Chicago, IL 60610

866-297-0164 fax 866-250-4824

what MAADD does

MAADD works through a massive grassroots effort to urge corporate and governmental decision-makers to do their part in eliminating the digital divide in our communities.

MAADD works through churches to raise public awareness about the issue of the digital divide.

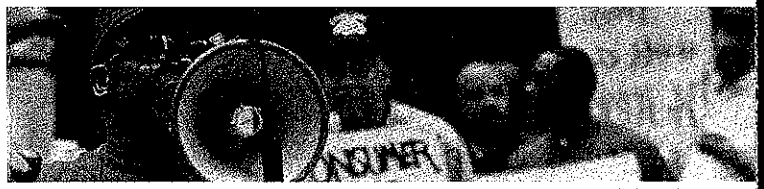
MAADD partners with like-minded organizations to advance our common goal of bridging the digital divide.

MAADD holds rallies and demonstrations to ensure corporations are accountable to their community responsibilities in narrowing the digital divide.

MAADD encourages public and private investment in technology and training in our communities — particularly in minority communities and those that are economically disadvantaged.

MAADD works with local, state, and federal elected officials to discuss solutions to the digital divide.

MAADD promotes the use of technology as an efficient way to highlight social justice issues by harnessing the voice of the community.



who WE ARE

MAADD is devoted to bridging the digital divide between those who have ready access to technology and those who do not. The organization is led by its founders, three Chicagoland-based ministers:

Rev. James L. Demus III is Senior Pastor of Park Manor Christian Church and former executive director of the Chicago South Side Branch of NAACP. He is a long-time advocate of Chicago Public Schools and works diligently to spread the message of MAADD's mission.

Rev. Dr. Walter B. Johnson, Jr. is Pastor for Wayman African Methodist Episcopal Church and was named as Chicago Magazine's Chicagoan of the Year in 1999. He is known for his commitment to violence prevention through education and works to disseminate technological tools throughout the Chicago Public School system.

Rev. Dr. William H. Samuels is Pastor at Community Commonwealth Church and director of Push for Excellence. As a former elementary school instructor, he understands

what YOU can do

Join us! Join forces with us and make our nationwide alliance even more powerful! Becoming a MAADD member is free and easy. Just one simple step will help us eliminate the digital divide: Just fill out the tear-off car on this brochure and mail it back to us. We will not sell your information to anyone.

You can help us bridge the Divide by: writing a letter about your concerns to the editor of your local newspaper; by telling your friends and neighbors about MAADD and urging them to join; by sharing your gift of knowledge wi your community schools to bring technology training an education to teachers and students; by boycotting local and national companies that don't act responsibly.

I want to join MAADD
and add my voice in the
fight to eliminate the
digital divide!

yes

NAME

ADDRESS **CITY/STATE**

HOME PHONE

WORK PHONE

E-MAIL ADDRESS

Please tear off and drop in the mail..
Alternatively, you can fax the form to us
at 866-250-4824

maadd
Ministerial Alliance Against the Digital

maadd

Ministerial Alliance Against the Digital Divide

Testimony of Reverend James L. Demus III
Assembly Bill 207/Senate Bill 107

My name is Reverend James L. Demus III and I am the Co-Director and Founder of the Ministerial Alliance Against the Digital Divide. I thank the esteemed members of this Committee for the opportunity to testify in support of Assembly Bill 207, and its companion bill, Senate Bill 107, and explain why such a law would benefit Wisconsin consumers. I also plan to correct some of the misleading rhetoric that the opposition is spreading about the impacts of statewide video franchising to the state of Wisconsin.

MAADD is a 15,000 plus member, next generation civil rights organization that is focused on bridging the gap between those who have access to new technologies and those who do not. More than 95% of our membership is African American. MAADD has recently opened up a new chapter in Wisconsin and is currently in the process of organizing churches throughout the Badger State.

MAADD believes that bridging the Digital Divide is more than just providing people with access to computers; we believe that access to new technology is a key to promoting economic development and social welfare in lower income and minority communities. That is why in states across the country, MAADD has supported legislation that will not only promote the deployment of new broadband based video technologies, but also bring consumers lower prices on their cable TV bills.

The issue of video franchising was originally brought to our attention by the National Cable and Telecommunications Association in December of 2004. At this time, the organization was soliciting our support to oppose video franchise reform legislation at the Congressional level. We were told that the telecommunications companies were planning to deploy new high-speed video networks to compete with cable providers and that the impact of such activity would mean that minority communities would be "redlined" and municipalities would lose revenue.

The misinformation presented by the opposition was quite compelling and therefore, MAADD initially spoke out against the concept of statewide video franchising. Knowing what we do today, we deeply regret that decision. MAADD has been involved in video franchising battles across the country and we have seen this misleading messaging spread by various opposing parties. Ironically, we have yet to see this legislation create any of the catastrophes that the opposition is predicting. We hope our comments today help the members of the Assembly Energy and Utilities Committee and the Senate Committee on Commerce, Utilities and Rail, see through the deception.

Because the issue of "redlining" is a real and serious problem for MAADD, we spent a lot of time researching the issue of video franchise reform. Subsequent to our condemnation of franchise reform, we spent time learning about this new video technology – how it works and how consumers stand to benefit from its deployment – especially minority consumers.

MAADD also reviewed independent data from the Pew Internet and American Life Project that concluded that African Americans and Hispanics actually spend more money on technology than whites, making them a strong demographic marketing target for new competitors.

MAADD even found evidence where new video providers are serving lower income and minority communities - and entering those markets prior to providing services in more affluent communities.

Based on our research, we realized that the facts were very different from the information originally shared with us by the cable industry.

As MAADD learned more about this issue, we realized that the real consumer outrage in both minority and non-minority communities is the fact that the cable companies frequently impose massive rate hikes on their customers – rate increases that average roughly 7.5% each year – equivalent to more than double the annual inflation rate.

Unlike claims from the opposition that competition is already robust under current rules, many consumers told us that they don't have a real alternative choice for cable TV service since satellite TV is not a viable option for a variety of reasons – high-rise buildings, weather conditions and reliability issues. What MAADD discovered is that the public is just simply fed up with "cable rates gone wild".

As a result of these findings, MAADD changed its position on the video franchise issue. We now believe that the best method to end the cable industry's stranglehold on consumers is for state government to adopt forward-looking policies that promote competition in video services. We support Wisconsin Assembly Bill 207, and Senate Bill 107, and urge the esteemed members of this committee to do the same.

MAADD has long advocated in favor of competition in telecommunications and the results are paying-off. Nearly two years ago, MAADD fought against SBC rate hikes and we worked to promote more competition in the telecommunications industry. As a result of our efforts, consumers now enjoy phone packages for less than $20 per month and can purchase broadband access for as little as $12.99 per month, making these services more affordable for many low income families. We believe consumers will enjoy similar benefits by encouraging competitive alternatives to cable.

In fact, legislation like AB 207 and SB 107 have a proven track record of showing immediate results in delivering lower rates to consumers. Evidence shows that the mere presence of competition in the video market has caused consumer rates to immediately plummet by 25% in other states. These savings are even captured in areas where new competitors have not yet deployed their networks. It is also important to note that even the cable companies admit that competition results in lower rates. Charter Cable is quoted in a Texas newspaper acknowledging that competition was the catalyst for their rate reductions.

Bottom line, Assembly Bill 207, and its companion bill Senate Bill 107, are about one thing and one thing only – bringing lower rates, better service and more choice to all Wisconsin consumers. There is no better win for consumers than that.

Thus, we urge the Wisconsin State Assembly to promptly pass statewide video franchise legislation so that Wisconsin consumers can protect their wallets and enjoy real savings that they can take to the bank. Thank you for your time.

Joel Desprez
President, Wisconsin Association of Public Education and Government Access Channels
Executive Director, Chippewa Valley Community Television
Testimony before the Assembly Energy and Utilities Committee
March 27, 2007

Rep. Montgomery and Members of the committee,

I'm Joel Desprez, president of the Wisconsin Association of Public Education and Government Access Channels and I'm also Executive Director of Chippewa Valley Community Television. CTV serves nearly 40,000 households in the Eau Claire/Chippewa Falls area. We've started in 1978 so, by your grace, we'll celebrate our 30th anniversary.

We operate two channels, the public and educational access channel 11 and the government channel 12. Last night was an exciting night for us. It was the first time we telecasts live remote events on both channels simultaneously. Our regularly scheduled Eau Claire City Council Meeting was on channel 12 while on Channel 11 we telecast a circuit judge and mayoral candidate forum from Chippewa Falls. We were grateful to have the help of Charter Communication in helping us get our signal out of the Heyde Center for the Arts in Chippewa.

The forum was very well attended. Nearly 100 people were there. We offered the program to nearly 10,000 households in Chippewa County and we will reair the program several times before the election next Tuesday. We do this dozens of times for every election on the local, state and national level. At last night's forum there was a reporter from the Chippewa Herald which organized the event and a radio reporter gathering sound bites for today's 2-minute newscast. That's it.

I know that this legislature recognizes the inadequacy of commercial media coverage of legislative events. That's why you've authorized the work of Wisconsin Eye. I know that you appreciate the validity of funding such a service with funds from video service providers and ultimately their subscribers. And I know that you understand that television, not the internet, is still the primary way this information will be distributed.

Public, Education and Government access stations serve local communities in the same way. One could argue that this service is more vital on the local level because we've been developing it for 30 years and you're just getting to it.

As other are pointing out, AB 207 SB 107 will severely undermine our efforts. What concerns me is that doing so serves no other purpose. Requiring all video providers to serve the local community in the same way that current providers do will not make their product less competitive.

I'm concerned, no, I'm frightened that you will make concessions to AT&T, and then apply those concessions to incumbent providers, thereby allowing all of them to harvest, in the case of Eau Claire, 10s of millions of dollars per year without adequately meeting local needs.

I'm frightened that because of other concessions in build-out requirements and technical oversight, the new entrants into video service will be allowed to cut costs, roll out an inferior product and market it only in areas where price is not the primary concern. I'm concerned that the new entrants will not bring the desired relief to consumers, I believe that there is a real possibility that they will ultimately fail to please their stockholders in a timely manner. And I'm afraid that you will have thrown the baby out with the bathwater.

I recommend the changes in the legislation that are supported by the WAPC, the Alliance of Cities and the League of Municipaities. I strongly encourage you to preserve dedicated Peg funding, free transmission and local control over content.

Thank you.

1304 Bradley Ave.
Eau Claire, WI 54701
March 26, 2007

TO MEMBERS OF THE ASSEMBLY COMMITTEE ON ENERGY AND UTILITIES and the SENATE COMMITTEE ON COMMERCE, UTILITIES AND RAIL:

I write in strong support and defense of CTV, our public access television provider in Eau Claire. As a teacher of broadcast news reporting, writing and editing at the University of Wisconsin-Eau Claire, I made heavy use of public access. In the early to mid 1970s, my students prepared twice-weekly newscasts that were broadcast on public access. The newscasts were taped. The tapes were dropped off at a filling station where someone from the cable company came by, picked them up and carried them to the head end of the system where they were played. That was far from an ideal situation.

I was a proponent of getting a well-equipped public access center and actively sought city funding for it. A revenue flow from the franchise fee came in to make hope for true public access a reality. A live connection from our television studio on campus to public access (then in the city library) fulfilled my wishes. I believed, and still do, that doing newscasts live was the best teaching approach. It forced total concentration on the part of the students; there's no going back and re-doing error. The pressure was on. We also provided live election coverage to public access for all elections. Getting on-air experience seems to have worked. Graduates have succeeded at many commercial stations. I'm happy to say my successors in the Communication and Journalism department have availed themselves of the public access outlet.

CTV in Eau Claire is a community treasure. In addition to carrying election coverage, it is a major purveyor of broadcast information about candidates for congressional, state, county, city, and school board offices. CTV goes live or records every candidate forum, does candidate interviews and runs playbacks over and over before elections. CTV has handled broadcast arrangements for gubernatorial and state supreme court debates that played on CNN and numerous commercial and public access outlets. Some area lawmakers have had their own programs on CTV. CTV frequently works with the Western Wisconsin Press Club and provides a video version of Mary Jo Wagner's Wisconsin Public Radio public affairs program "The West Side." I know that some sponsors of candidate forums are not disappointed by small crowds; they see CTV there and know that the audience will be multiplied many times over by CTV viewers. City Council (live), Plan Commission (live), County Board and School Board broadcasts add to public knowledge of what governing bodies are doing. Happily, government-related programming has a dedicated channel, which is also carried on low-power FM station WRFP, 101.9.

In retirement, I've continued to work on election coverage and do a series of broadcasts that bear the title "In Focus." I have a guest or panel discuss major issues such as the war in Iraq, city budget problems, etc. I also assist the Press Club with its program "From the Newsroom."

Please do not adopt language that would damage public access as I've known it for many years. It was a valued partner during my 30 years of teaching at UW-Eau Claire. I have no knowledge of other public access stations' personnel, but, in my estimation, the highly helpful individuals at CTV have no peers. The budgets are tight, but CTV personnel squeeze out good programming and teach others who'd like to have a hand or voice in program production.

Sincerely,

Henry Lippold

Henry Lippold
Professor Emeritus
University of Wisconsin-Eau Claire

March 23, 2007

Jennifer Brockpahler
1134 East Lexington Blvd
Eau Claire, WI 54701

Dear Legislators:

I am writing this letter to show my support for Chippewa Valley Community Television (CTV) and other public access channels across the state of Wisconsin. The Activities and Programs Office at the University of Wisconsin-Eau Claire has been a member of CTV for a number of years, and there are numerous advantages afforded to both parties through this partnership.

First, as members of CTV, individuals (students and staff, alike) are allowed access to the video equipment at the station. This includes not only video cameras and things of that nature, but also high-end editing equipment that would not otherwise be available to us. This has allowed for great technical improvements in our annual Student Independent Film Festival and other programs.

This is a benefit that is played out even more fully through our university's Service-Learning partnership. Numerous students from various disciplines and departments have spent time interning and volunteering with CTV. Students have gained skills on both sides of the camera, from producing shows and editing videos to hosting programs and acting as the "face" of CTV at community events. The employees at CTV are great teachers and mentors, and they are giving our students (and faculty/staff) technical skills that will serve them later in their lives and careers.

The partnership has allowed for the development of television programs that benefit the entire community. For example, each month the Activities and Programs office produces a half-hour segment highlighting the many arts and entertainment events that occur on campus. These events are often free or very inexpensive, and are always open to the general public. This has served as a marketing tool not only for the events themselves, but also for the university as a whole, as we are able to address concerns about parking, navigating buildings, and other issues that make it difficult for a community member to utilize campus.

An additional benefit of this monthly program has been the relationship that CTV has built with some of our visiting performing artists and speakers. Many live programs have been taped for re-broadcast, allowing for a wider viewing audience. These programs reach individuals who may not have access to the performing arts or lecture series in any other way, due to financial of physical restraints.

Community Television is a community asset, and as such, it should be available to the widest audience possible. It gives voice to all wishing to engage it. It produces programs that educate and entertain, inform and enlighten. They strive, every day, to live their motto, *Building community through media.*

Therefore, I am writing to let you know that I oppose Statewide Cable Franchising. The financial burden that such a bill would impose on CTV and public access channels across the state would make it impossible for them to continue to be the voice of the community, for the community. Thank you for your consideration.

Sincerely,

Jennifer Brockpahler
Board member, Community Television

March 25, 2007

Dear Wisconsin Legislators,

I urge you to withhold any consideration of support for Proposed Video Franchising Legislation LRB 1914/3 until amendments have been added to change the bill so that it protects the PEG funding, access, and support that are crucial to the survival of public access channels.

As the president of a neighborhood association, director of a local nonprofit organization that provides prevention programs for youth, and former city council member, I have seen firsthand how our local public access channel, Community Television, has strengthened our democracy and fostered greater community involvement by contributing daily to our public's right to be informed. Here are just a few examples--Community Television provides live broadcasts of our local city council and plan commission meetings; videotapes and broadcasts our school board and county commission meetings; hosts and provides live broadcasts of candidate forums for upcoming local elections; and videotapes and broadcasts community forums about a variety of issues including city planning, downtown development, and health issues such as childhood obesity and its prevention.

I have personally worked with the Community Television staff and volunteers to put on a number of local forums. With their assistance to videotape and broadcast them, as well as provide training in video editing, we were able to share valuable information with the entire community rather than just the roomful of people who were able to physically attend. These forums and programs have included neighborhood workshops to build community capacity, crime prevention programs, community forums to discuss controversial projects, and a pedestrian safety program.

When I ran for city council, I went door to door to talk to residents. I met many residents who said that Community Television allowed them to "attend" city council and school board meetings from their homes so they could stay on top of issues and see how they were being represented by their elected officials. One elderly woman said that without Community Television, she would "be in the dark."

Without specific language protecting current PEG channels and funding in LRB 1914/3, this bill will cripple, if not eliminate the Community Television operation, along with every other public access channel in this state. Although I support competition in the telecommunication landscape, it cannot be at the cost of losing public access channels, programming, and services.

I urge you to support amendments to this bill that will protect PEG access, consumers, and existing municipal revenue.

Sincerely,

Jane E. Tappen

Jane Tappen
611 Division Street
Eau Claire, WI 54703

3619 Country Club Lane
Altoona, WI 54720
March 26, 2007

To the Assembly Committee on Energy and Utilities:
Re: Assembly Bill 207

I am writing as a board member of the Eau Claire Chamber Orchestra (ECCO), which has worked closely with the Community TV organization in Eau Claire and Chippewa Falls over the past year to provide a regular program on one of the public access channels. That program has enabled the orchestra to reach a wider audience and better inform the public of the cultural opportunities offered by ECCO.

I am also writing as a concerned cable television consumer. In reading through the analysis of Assembly Bill 207 by the Legislative Reference Bureau, I am dismayed by the impact that this legislation will have on Community TV here, and by extension on the educational efforts that ECCO is able to provide through a local public access channel. The negative effects of this legislation are many, and I am unable to understand why it should receive serious consideration.

This proposed bill seems to me to reverse long-standing state public policy in regard to cable systems and the services they are able (and, on some matters, obligated) to provide to the public. If these changes, which will have negative effects your constituents, are being proposed simply to encourage a new cable provider to compete, I'd strongly urge you to remove the provisions that harm the public interest before trying to level the playing field for a new competitor.

Specifically, I am appalled by the provision that removes cable franchise procedures from local jurisdiction and places them with the Department of Financial Institutions. This is a function that belongs at the local level, where government officials know local needs (and opportunities) far better than a state agency can know them. Prohibiting municipalities from requiring cable operators to provide funds, facilities and equipment for public, educational or governmental channels is an extremely shortsighted step to take, as is the provision that will force organizations such as Community TV to assume the costs of getting their signals to local cable systems. The bottom line is that any legislation which drastically reduces funds available for municipalities to support community television channels is not in the public interest!

As I read it, this legislation would also weaken the governmental protections for cable system subscribers, and would create loopholes regarding the provision of service to low-income households. I hope that you will heed these concerns, and either kill this bill or rewrite it totally so that it benefits rather than harms cable TV customers in Wisconsin.

I am sending a copy of this letter to Terry Moulton, my representative in the Assembly, since I see him listed as a sponsor of this bill. I hope that he will withdraw his support for this legislation, and thereby continue to protect rather than harm the cable consumers in his district.

Sincerely,

David Gordon

wpc: Assemblyman Terry Moulton

Wisconsin State Assembly and Senate Energy and Utilities Committees
March 27, 2007

I am Richard Wollangk, City Manager for the City of Oshkosh, 215 Church Avenue. I am here today to show my support for PEG channels like our Oshkosh Community Access Television (OCAT) and voice my opposition to language in AB 207/SB 107 that will reduce or eliminate any existing PEG funding for PEG channels or franchise fees.

PEG channels (like OCAT) provide the only source of gavel-to-gavel coverage of our local governments in action. In Oshkosh OCAT CitiCable 10 covers live coverage of common council, school board, Winnebago County Board, plan commission, traffic review and parks board meetings. These meetings (both live and in replays) provide citizens insight into our government and allow them to become more actively involved with the political process. OCAT programming is more than just meetings however-- OCAT's municipal programming with such programs as "Your City at Work" and "The City Manager's Report" provides citizens with an inside look into city projects, programs and services. OCAT's government access bulletin board provides pages of information on everything from city meeting dates, municipal notices, department news, voting information, job postings and much more.

OCAT PEG channels are important to our community and have a strong following among citizens. A 2005 telephone survey conducted by the UW Oshkosh Center for Community Partnerships indicated 83% of respondents watched CitiCable 10 programming in the last year with 62% watching once a week or more. The survey also indicated 80% of CitiCable 10 viewers were satisfied or very satisfied with the program offerings.

As a City Manager and the person responsible for budget preparation in Oshkosh I am extremely concerned with any legislation that would or could impact our tax levy. Based on the proposed legislation the City of Oshkosh faces a potential financial impact (including loss of current revenue in addition to increased costs for transmission) from $2.8M to $3.4M over the remaining life of our current franchise agreement. This certainly has the potential of a very negative impact on our property taxpayers.

Please save PEG access -- Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.

Wisconsin State Assembly and Senate Energy and Utilities Committees
March 27, 2007

I am Kathleen Propp, 1936 Hazel St, Oshkosh Wisconsin, president of the Oshkosh Area League of Women Voters and a former Oshkosh mayor and city council member. I am no fan of cable television providers and I am no fan of telephone companies – and frankly I resent the statewide advertising campaign about this legislation, because as usual ad campaigns do not tell the whole story. But I am a strong fan of PEG channels like our Oshkosh Community Access Television (OCAT). I am concerned about language in AB 207 that may seriously cripple existing funding mechanisms for PEG channels. Signal quality could be significantly poorer - consumers care about signal quality

OCAT is vital to informing Oshkosh citizens about candidates and public policy issues. The Oshkosh Area League of Women Voters is a nonpartisan organization of men and women committed to making democracy work by encouraging informed and active participation in government. We have a superior working relationship with OCAT to co-sponsor primary and general election candidate forums at all levels, and to replay tapes of community forums on major public policy issues.

Literally every week people approach me to thank LWV for these candidate and issue forums. People tell me they look forward to watching our forums to help decide how to cast their votes. These are not political junkies, but average citizens who want to make their vote count. OCAT also broadcasts regular meetings of the Oshkosh city council, city committees (including the plan commission on which I serve), school board and Winnebago County Board. I am amazed at the number of viewers. I have noted that the level of political dialogue and community knowledge about local issues has increased measurably over the last several years and I believe it is directly related to the success of OCAT programming.

I am opposed to any state legislation that would negatively impact OCAT funding or programming in any way. *Our superior Oshkosh public access programming is a direct result of local control over cable franchise agreements and the foresight of Oshkosh city government to negotiate public access services, channels and revenue to support them.*

Please save PEG access -- Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.

Wisconsin State Assembly and Senate Energy and Utilities Committees
March 27, 2007

I am Tim Franz, Fire Chief for the City of Oshkosh, 215 Church Avenue. I am here today to show my support for PEG channels like our Oshkosh Community Access Television (OCAT) and voice my opposition to language in AB 207 that will reduce or eliminate any existing PEG funding for PEG channels or franchise fees.

Legislators should consider the important role PEG channels (like OCAT) play in keeping residents informed and safe during emergency situations. In Oshkosh OCAT PEG channels are utilized during emergency situations as the official City public information outlet from our Emergency Operations Center-- keeping citizens informed through live press conferences, taped segments and repeated text messages concerning health, safety or incident updates. OCAT has greatly increased our ability to communicate public information during numerous city-wide emergency situations. Their effectiveness and efficiency during these situations makes them an invaluable partner in future emergency response and planning programs.

PEG channels (like OCAT) also provide public safety partners like our fire department, police department and health department the ability to inform citizens of our programs and services through monthly television programs. The Oshkosh Police Department currently produces a monthly program entitled "Beyond the Badge" highlighting crime prevention and awareness issues. The Oshkosh Fire Department is in the planning stages of a similar programming featuring fire prevention, awareness and other public safety issues. Please do not underestimate the value of PEG channels for public safety information, awareness and prevention programs.

Please save PEG access -- Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.

Wisconsin State Assembly and Senate Energy and Utilities Committees
March 27, 2007

My name is Trina Voss, 147 Kirkwood Drive, Oshkosh WI. I am a cancer survivor and a volunteer for the Oshkosh chapter of the American Cancer Society. I am not here today for the American Cancer Society. I'm here today because I am a ACS volunteer who knows that ***all citizens of the Oshkosh community*** have been very fortunate recipients of urgent cancer information due in major part to the publicity that **Oshkosh Community Access Television (OCAT)** has so generously provided us for many, many years. I'm also here to voice opposition to language in AB 207 that reduces existing funding for community PEG channels.

The ACS, like other Oshkosh non-profit organizations, is truly fortunate to have OCAT in our community. Through OCAT, Oshkosh non-profits can share their message, their events and their needs to local residents. I know that when I do a taping on **OCAT**, it will be shown several times daily, and for many weeks! Almost every day, I continue to have people say to me, ***"I saw you on TV talking about the American Cancer Society!"***

The ACS and other non-profits also receive great community response though OCAT's bulletin board pages that promotes our events, activities and needs. We use these channels because we know they reach audiences—time and time again we receive comments from members and the public that they saw our pages and are ready to help.

One more thing…I recently had a former acquaintance call me because he had seen me on **OCAT** talking about the local programs **ACS** offers to cancer patients and their families. He had just been diagnosed with cancer. OCAT connected us. Please do not underestimate the value of PEG channels to non-profits in our communities.

Please save PEG access -- Preserve dedicated PEG funding, free transmission, and local control over content. Thank you.