



Cities of  
Neenah & Menasha, Wisconsin

# **Cable Television Needs Assessment Report**

September 17, 2004

*Neenah-Menasha Joint Cable Television Committee  
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## Cable Television Needs Assessment for Neenah & Menasha, Wisconsin

### Executive Summary

**Overview.** This report summarizes the results of a needs assessment study begun in November 2001 and completed in July 2002 generated for the City of Appleton as part of the franchise renewal process with Time Warner Cable. Early on in the same renewal process for the Cities of Neenah and Menasha, the joint Cable Television Committee of the Cities of Neenah and Menasha reviewed that study and determined that many of its findings were applicable to the Cities of Neenah & Menasha, supplemented by interviews conducted with Neenah & Menasha city departments, community institutions and local businesses (Appendix 1) and a user survey conducted in the spring of 2003 (Appendix 2). As federal law suggests, the study identifies the future cable-related needs and interests of the community and of key public and private institutions. The Cities will use the results of this study and public hearings to ascertain what needs and interests are to be reflected in the new franchise agreement to be negotiated with Time Warner Cable.

This Executive Summary will outline the participants in the study and the community challenges identified, discuss a regional approach to meeting these challenges, describe the cable-related priorities of the community to meet these challenges, and finally, dedicate a section to the PEG cable-related priority. Attached is a complete cable-related priority ranking.

**Participants.** In the City of Appleton study, a total of 34 major interviews and an additional nine informal contacts were made to elicit feedback from City departments, the County, the School District, private schools, non-profit organizations, access program producers, and citizens. An additional 15 interviews were conducted in the Cities of Neenah and Menasha with City, School, Business and Community leaders to elicit the same information for Neenah and Menasha.

**Community challenges.** The needs assessment found six key community challenges; they are:

- Managing regional growth,
- Developing regional solutions to service provision,
- Maintaining a stable local economy,
- Encouraging interest and involvement in community affairs,
- Fostering awareness and access to social services, and
- Integrating the new racial diversity into community life.

The L.I.F.E. (Local Indicators for Excellence) Community Assessment conducted by local organizations for the Fox Cities area supported these findings and provided additional information that was incorporated into this report.

**Regional approach needed.** The Fox Cities area is home to 29 local jurisdictions plus several counties. The Cities of Neenah and Menasha face many of the same issues as these other area communities, as borne out by the LIFE Study, and they are interested in fostering a regional vision

for the area. The State of Wisconsin is encouraging a regional approach and wants local jurisdictions to consolidate services to gain efficiencies and improve services. The State recently mandated (SS 66.0317) that each Metropolitan Statistical Area (MSA) inventory existing intergovernmental agreements with the aim to develop ideas for further agreements and cooperative efforts. The impetus to move on cooperative ventures is being supplied by the actual and anticipation of State cutbacks in revenue sharing recently and over the next several years. Local jurisdictions have been working to smooth the way for more extensive cooperation by entering into border agreements with each other that provide the level of security needed to regionalize services without the fear of involuntary annexation.<sup>1</sup>

All of the cable television-related needs identified in the assessment have strong connections to regional communication and cooperation. Specifically, meeting these cable-related needs would:

- Enhance communication between Fox Cities jurisdictions and organizations cooperating to offer services and resolve regional issues thereby making it easier to discover ways to share resources, increase efficiencies, and eliminate redundancies,
- Provide regional service organizations with a means to promote themselves to its client base and encourage use of available services,
- Increase understanding regionally of the needs and interests of individual jurisdictions, organizations, and residents,
- Assist in filling the community news void left when the Fox Cities newspapers closed.

**Cable-related priorities of the community.** The following cable-related priorities were determined through the Appleton ascertainees, who were asked to prioritize their requests from the point of view of their organization. These responses were given a numeric value and totaled to develop a community-wide priority list. These priorities were confirmed by the Neenah-Menasha interviews and community survey. Survey respondents identified the following cable-related needs:

- Increase capital and operating support for public, education, and government (PEG) access television<sup>2</sup>
  - Capital grant request:** \$1,000,000 over 15 years for a regional PEG production facility.
  - Operating grant request:** \$55,000/year.
  - NJSD & MJSD grant request:** \$4,000/year for video production equipment for the three high schools

<sup>1</sup> The Cities of Neenah and Menasha successfully created the Neenah Menasha Sewerage Commission, the Menasha Neenah Municipal Court, the Neenah Menasha Fire Rescue and are continuing discussions about the possibility of consolidating their police departments. The City of Appleton has successfully entered into intergovernmental agreements with Grand Chute and the Waverly Sanitary District to supply water, is part of a centralized emergency response system at the County level, and has created Valley Transit to supply bus service to the Cities of Kaukauna, Kimberly, Little Chute, Menasha, and Neenah, the Towns of Buchanan, Combined Locks, and Grand Chute, plus portions of the Towns of Kaukauna, and Menasha. The three cities have agreed to jointly negotiate the renewal of the cable television franchise with Time Warner and their Parks and Recreation Departments make their programs available to residents of the other communities at resident rates.

<sup>2</sup> The capital grant request for PEG was derived from the video production capabilities requested by survey participants.

- Assign one channel to each type of access (3 total) with two (2) in reserve.  
Channels would serve the Fox Cities area and could include the imported program services Annenberg/CPB Channel, WisconsinEye, SCOLA, BBC News, and Deutsche Welle.

The government access channel would be programmed with community announcements, PSA's, features, real time traffic monitoring images, real time bus information, emergency announcements, and locally produced call-in shows and imported features (the last two not allowed on the Time Warner channel). A regional government channel (open to all Fox Cities jurisdictions) would encourage broad-based thinking about regional issues. A dedicated WisconsinEye channel may be needed.

All educational institutions requested a shared channel except Fox Valley Technical College (FVTC), which is interested in programming its own. One shared educational channel is recommended at this time with one held in reserve for future use.

- Provide live origination capability from a public studio and from rooms used for public meetings.  
**Grant request:** In addition to Appleton's request of \$30,000 for modulators (15 modulators to serve 22 sites), Neenah and Menasha would require an additional \$12,000 for 6 modulators at 6 sites. Nearly all survey participants thought utilizing cable to cablecast City and County meetings live was a great idea and many felt it was important to have live capability in other public meeting rooms and emergency operations centers.
- Fund additional videoconferencing facilities for the Cities, and NJSD and MJSD (two high school distance learning classrooms) to be used in conjunction with WINFOX.  
**Grant request:** \$305,000. Cities' share: \$15,000/year; NJSD & MJSD: \$80,000.
- Improve the emergency audio/video override system to include the digital tier.

## **PEG Support**

Two options were considered for providing the top rated PEG services: separate stand-alone facilities or a regional non-profit PEG production facility. The second option is recommended.

**Separate facilities option.** Nearly all participants requested greater capital or operating support for one or more types of access, often depending upon the type of access appropriate to the organization represented.

*Educational access.* In this scenario, capital (\$50,000 in year I; \$20,000 in succeeding years) and operating support (\$45,000/year) would be provided to FVTC to program part or all of an educational access channel. An agreement would be struck between FVTC and Lawrence University to have FVTG cover some of its events with the funding. UW-Fox Valley would use its own equipment to cover its events from time to time for play on an educational access channel. AASD would be granted funding assistance for its high school video production curriculum (\$6,000/year) and use it to originate programming on its own channel or on a shared educational access channel.

The parochial schools would utilize the public access facility.

*Government access.* A City department would be funded and equipped to serve the needs of City departments. A room would be found in a city building for a studio and channel programming playback area. The Appleton Public Library, the Fire Department, and the Information Services Department have each offered to manage some aspect of a government access facility and channel. The Fire Department offered to house a government access studio at Station #6.

An agreement with the County would enable the County to use the City's government access production facility and equipment to cover meetings and other productions on a limited basis.

*Public access.* Two options:

- 1) A cable company-managed regional access facility would remain, with the requirement of adding more staff and equipment and providing additional space for users. The company would have a stronger requirement to promote the channel and do outreach to the community.  
OR
- 2) A non-profit public access facility would be established to serve the needs of local or Fox Cities area residents, non-profits, and parochial schools.

**Regional PEG facility option.** Long-time cable company management of all three types of access has resulted in very little participation in program production from the community despite a strong need and interest in local communications. Cable company management of PEG facilities rarely results in high usage and it is unlikely that more stringent terms in a franchise contract would create the type of environment needed to encourage use. Community Communications Consulting recommends a regional multi-jurisdictional PEG facility.

**1. Funding for the facility would come from several sources:**

- a. An up-front capital grant of \$400,000 from the cable company.
- b. On-going capital support beginning in year 4 of \$50,000 from the cable company.
- c. \$55,000 operating grant/year from the cable company to support a technical manager position (would substitute for current staffing and be part of the current rate base).
- d. A 1% point of the 5% point franchise fee from all participating cable franchising authorities to fund a government access coordinator and a public access coordinator and to assist with other operating expenses.
- e. A \$55,000 yearly contribution from area educational institutions to support the cost of an educational access coordinator.

**2. The facility would provide the following equipment:**

- a. A well-equipped three-camera studio.
- b. A non-linear editing system with related equipment.

- c. A portable three-camera production system.
- d. Single camera field equipment (several packages).
- e. Playback facilities for all three channels.
- f. Message board equipment for all three channels.

**3. The facility would provide the following services:**

- a. Maintenance of a message board for the channels.
- b. Web site support.
- c. Coordination of production work.
- d. Scheduling of programming on each channel.
- e. Training of users (including children).
- f. Assistance with developing program ideas, including producing, directing, scripting, and editing programs for educational institutions, local governments and to a lesser degree, non-profit organizations.
- g. Management of production assistants.
- h. Promotion and outreach.
- i. Regular hours of service, including nights and weekends.

**4. Staffing of the facility:**

- a. Public access coordinator.
- b. Educational access coordinator.
- c. Government access coordinator.
- d. Technical manager.
- e. Production assistants.
- f. Volunteers.

These positions could be altered to reflect a division of labor according to task, rather than type of access.

**5. Users of the facility would include:**

- a. Fox Cities franchising authorities contributing a 1% point of the 5% point franchise fee.

- b. Counties who utilize the facilities (financial contribution to be determined).
  - c. AASD, NJSD, MJSD, UW -Fox Valley (perhaps just for intern experience), FVTC, Lawrence University parochial schools and any other schools located in the Fox Cities area.
  - d. Residents and non-profits of participating local jurisdictions for a small membership fee.
6. **The facility could be located conveniently at UW Fox Valley where a current television production studio exists. This location is central to the three communities of Appleton, Neenah & Menasha.**

A regional multi-jurisdiction PEG facility would fit in with the trend toward regionalism in the Fox Cities area by:

- **Consolidating the provision of a needed service thereby creating efficiencies and opportunities for more cooperation.** Fox Cities residents expect that local jurisdictions will cooperate to find the most cost-effective way to provide services without regard to parochial boundaries. The proposed regional production facility created by pooling resources will be more sophisticated than the alternative, truly offering the kind of communications support needed to serve the vision of local governments, educational institutions, and non-profit organizations.
- **Taking advantage of the resources of a regional cable television franchise to communicate regionally to the Fox Cities area.**<sup>3</sup>
- **Offering a consistent service to Fox Cities residents.** Providing a regional access facility reduces public confusion about which jurisdictions provide which services and where.
- **Capitalizing on good working relationships already established.** The Cities of Neenah and Menasha have consolidated or created joint services over the past several years, including the Menasha-Neenah Municipal Court, Neenah Menasha Fire Rescue as well as the long-term relationship in the Neenah Menasha Sewerage Commission. The Twin Cities are also exploring, with the Town of Menasha, the consolidation of their police departments. Neenah, Menasha & Appleton have agreed to jointly negotiate the cable franchise renewal. Mutual aid agreements exist between area jurisdictions for fire and police protection, training and resource sharing. The Appleton Public Library manages the community website, Fox Communities on Line (FOCOL) which contains information about Menasha and Neenah.
- **Working within the habits already established by area residents.** Residents of the two cities and surrounding areas are accustomed to crossing jurisdictional boundaries for work, shopping, recreation, services, and cultural activities.
- **Reflecting the regional nature of many organizations.** The service areas of non-profit cultural organizations, social service agencies, institutes of higher education, and health care agencies all extend far beyond Cities of Neenah and Menasha boundaries. Both the NJSD and MJSC jurisdictions extend far beyond the municipal boundaries of the two cities.

<sup>3</sup> Time Warner is currently required by franchise to provide studio services (out of the Kimberly site) to the City of Kaukauna, the City and Town of Menasha, the Towns of Neenah and Grand Chute and the Villages of Kimberly, Combined Locks, Little Chute, and Wrightstown.

## **Conclusion**

The needs assessment identified cable-related needs that will assist the Cities of Neenah and Menasha and the Fox Cities area to meet its challenges in coming years. The emphasis is on utilizing the franchise agreement as a foundation to build a regional communications capability that will serve the needs of the entire area.

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## **Community cable-related priorities**

The following insights were developed from the interviews conducted with key City officials, business and community leaders from the Cities of Neenah and Menasha (See Appendix 1 for full report and interview summaries):

Each of the departments, businesses, and organizations interviewed expressed their current and future needs for cable television services. Several were unaware of the technologies that might be available to them and how to possibly access or implement them. Many noted that they had not had regular contact from Time Warner cable television representatives, and were unaware of the levels of service and technologies offered by their current providers for voice, video, and data services.

Some of the key insights from the interviews include:

- There is a need for all of the public safety departments in both communities (Police, Fire, and Sheriff) to have regular communications and sharing of data and information. Connectivity between these entities was noted as important. Currently, they are part of a regional contract with FoxComm for dispatching, cellular, and wireless access to laptop services. FoxComm is a cooperative venture formed by the Cities of Neenah and Menasha, along with other neighboring municipalities, Winnebago County, and the Winnebago County Sheriff's Department for discounted services.
- The majority of Neenah and Menasha departments and all of the business communities interviewed are interested in video conferencing, virtual meetings, and interactive video staff training. The business communities in Neenah and Menasha are already actively using these technologies as part of their day-to-day operations.
- Many of the departments in Neenah and Menasha cited a need and desire to produce more or to begin producing video programming on cable access.
- Many of the external agencies, such as the schools, also have a desire to provide video programming on cable access.
- Neenah and Menasha have fiber networks that are used to connect locations together.
- There are two locations in Neenah that are not on the fiber network and use Time Warner's Roadrunner service for connectivity to the City network.
- Most of Neenah and Menasha departments interviewed have a free cable connection available from Time Warner, but many do not use it or have a television connected to it.
- The Neenah Police Department would like to develop the ability to have officers give video testimony to the court in Oshkosh.
- Electronic or online commerce (e-commerce) is a vital part of many of the businesses in Neenah and Menasha, and many of Neenah and Menasha's departments are beginning to explore e-commerce.
- Competition does exist for local and long distance telephone services.
- Time Warner faces competition from several providers for Internet access service in Neenah and Menasha.
- The two public libraries, one in Neenah and one in Menasha, do not use the connections to Time Warner cable television, nor is any programming produced to air on the cable access channel at this time.
- A desire was expressed by Neenah and Menasha to begin to televise public meetings and to have more local programming and information on cable access. It was also noted that the possibility of more than one access channel could be explored.
- Menasha would like to see more targeted emergency alert capability on the cable system so that specific areas of the City can be notified.
- The business community also noted that there is an interest in having the public meetings in both Neenah and Menasha on cable access and would also like to see more government information posted online.

- Many of the businesses in Neenah and Menasha are heavily reliant on advanced voice, video, and data products and services. Several of those interviewed, however, are not familiar with Time Warner's products and services.
- Several of those interviewed from Neenah and Menasha's departments also indicated limited contact from Time Warner and unfamiliarity with the products and services.
- The school representatives interviewed are very interested in services that Time Warner could possibly provide, such as interactive classrooms, distance learning, and home schooling capabilities.
- All three school districts interviewed would like more information on the Cable in the Classroom project that Time Warner and other cable companies participate in.
- The Neenah-Menasha YMCA is very interested in exploring video programming for cable access and would consider creating an access center or a community media center to create video programming for public, educational, and governmental (PEG) access.

In addition, a survey of citizens was conducted in 2003 to determine public sentiment regarding the current cable system and future cable needs. Appendix 2 contains a full report on the citizen survey.

## Cities of Neenah and Menasha Cable Television Needs Assessment

### Capital Equipment Summary

**Summary.** The Cable Television Needs Assessment Report dated September 17, 2004 ("Report") identifies and describes the need for cable company support for cable-related capital equipment and facilities in Neenah and Menasha. The cost of meeting all cable-related capital requests is \$1,447,000 over the life of a fifteen-year franchise agreement.

The capital requests fall into five categories. The chart below lists the categories and the amount requested over the life of a fifteen-year franchise agreement. Amounts requested for years 2- 15 should be adjusted for inflation in some manner.

**Totals by category:**

- |   |                     |
|---|---------------------|
| • Public, education, and government (PEG) access equipment and facilities | \$1,000,000         |
| • Equipping Council Chambers for Televising Meetings                      | \$ 220,000          |
| • Neenah & Menasha high school video production support                   | \$ 60,000           |
| • Live program origination capability (11 modulators)                     | \$ 22,000           |
| • Videoconferencing facilities and equipment                              | <u>\$ 365,000</u>   |
|   | <b>\$ 1,667,000</b> |

Pacing of expenditures by category:

	<u>First Year</u>	<u>Succeeding Years</u>
• PEG access equipment and facilities <sup>4</sup>	\$400,000	\$50,000
• Televising Council Chambers <sup>5</sup>	\$100,000	\$ 10,000
• High school video production support	\$ 4,000	\$ 4,000
• Live program origination capability (11 modulators)	\$ 22,000	0
• Videoconferencing facilities and equipment	<u>\$155,000</u>	<u>\$15,000</u>
	<u>\$681,000</u>	<u>\$79,000</u>

**PEG equipment and facilities.** The request is for \$400,000 in year 1 and for \$50,000 in succeeding years beginning with year 4. The intent is to establish a regional PEG facility to serve the needs of the public, non-profit organizations, Fox Valley governmental jurisdictions, and parochial schools, and to augment the video production facilities and equipment of area high schools and institutes of higher education. The alternative would be to fund each type of access separately, boosting the capabilities of the public access studio, funding Fox Valley Technical College fully, and providing the Cities of Neenah and Menasha with playback equipment, a small (portable) studio, field equipment, and council chambers equipment. This alternative would result in duplication of capabilities and ignore synergies possible with a non-profit regional facility serving all types of access. (please see the Report at pp. 64-72.)

<sup>4</sup> Succeeding year funding for this item would not begin until year 4 of the franchise agreement.

<sup>5</sup> Succeeding year funding for this item would not begin until year 4 of the franchise agreement.

**Neenah & Menasha high school video production support.** Support is needed for high school video production curriculum whose programs would be cablecast on an educational access channel. The request is for a grant of \$4,000 per year to fund portable camcorders and editing equipment for two high schools.

**Live program origination capability.** Assessment research suggested 10 locations. Carrying video over a cable company-based analog system using modulators is the alternative to the existing WINFOX fiber optic network. The cost of connecting all sites in this manner is not addressed here. However, modulators are estimated at a cost of \$2,000 each. The 10 sites are likely to use live capability frequently enough to warrant dedicated equipment. One additional modulator is recommended for use in the remaining locations. (For the list of sites suggested, please see the Report pp. 73-75.)

**Common Council Chambers Televising.** Administration from both communities indicated a strong desire to begin televising their Common Council meetings as well as other meetings that may occur at the Menasha and Neenah City Halls. The most cost-efficient method long-term of accomplishing this goal is to provide for a robotic camera setup. While the initial cost is higher, operational costs are significantly lower. Each council chamber would require \$50,000 in initial setup costs to create the robotic camera setup for televising meetings. Subsequent years would require \$5,000 for each city in succeeding years, beginning in year 4 to provide for replacement equipment. (For a description of this request, see the Report pg. 76.)

**Videoconferencing facilities and equipment.** The City of Appleton has already invested in videoconferencing equipment. The grant would help expand the number of sites from six (6) to 13 throughout the Neenah and Menasha areas. The Cities estimate units will need to be replaced every five years and requests \$15,000 per year to maintain the system. (Please see the Report at pp. 77-79.)

# Cities of Neenah & Menasha, Wisconsin Cable Television Needs Assessment

## Introduction

This report summarizes the results of a needs assessment study begun in November 2001 and completed in July 2002 for the City of Appleton. It also includes updated information specific to the Cities of Neenah & Menasha. The needs ascertainment was generated for the City of Appleton as part of the franchise renewal process with Time Warner Cable. Since the Cities of Appleton, Neenah & Menasha have decided to jointly negotiate a franchise renewal agreement with Time Warner Cable, and since the demographics of the three communities are largely the same, the Cities of Neenah and Menasha adopt as applicable to their communities the findings of the Appleton Needs Assessment. In addition, the Cities of Neenah and Menasha also undertook a survey of citizens on views of cable service in 2003 and conducted a series of institutional interviews in 2004 in order to gauge needs specific to the Menasha and Neenah areas. As federal law suggests, the study identifies the future cable-related needs and interests of the community and key public and private institutions. The Cities will use the results of the study and hearings to ascertain what needs and interests are to be reflected in the new franchise agreement to be negotiated with Time Warner Cable.

The assessment finds that the Cities have a very significant need for cable-related services, particularly public, education, and government access channels, equipment, facilities, and operating support. A significant need also exists for live programming capability, videoconferencing, and assistance with utilization of the municipal area network, AAMFON (Appleton) and FoxNet (Neenah & Menasha). These needs and interests and many others will be examined in some depth in this report.

## Report

The report begins with a review of how federal law is structured to encourage communities to conduct cable television needs assessments as part of the franchise renewal process and how franchise requirements affect rates. Next, the report discusses the methodology used to complete the study. Third, the report reviews the challenges facing the community of Appleton generally, as identified by community and institutional representatives and the L.I.F.E. Study. Fourth, current cable television service is reviewed in an overview. Fifth, the priority cable-related needs are summarized. Finally, the issues identified in the assessment are discussed in detail and recommendations given as appropriate.

It is expected that readers of this report will use the community-wide priority list in conjunction with the recommendations and the Appendix summarizing the interviews to assist them in drawing their own conclusions about the importance of requests. The priority list is meant to be a starting point only, generally showing how the community overall rated particular infrastructure, equipment, and services requests.

In reviewing the cable-related needs and interests identified in the Assessment Report, negotiators may want to consider the following standards for choosing which needs and interests to satisfy through the cable television franchise agreement.

1. Is the requested item/service to be used in conjunction with the cable system? How strong is the correlation between the use of the item and the full use of the cable system infrastructure?
2. How well and to what extent do the requested cable-related needs meet organizational and public challenges and/or serve community goals or organizational missions as identified by - the needs assessment? Will the item benefit more than a few?
3. Is the monetary value of the request commensurate with the demonstrated need?
4. Is there a likely/preferable alternative method, other than the cable company, through which this need could be satisfied?

The Joint Cable Committee of Neenah and Menasha has made every effort to prepare a report that both satisfies the need for an objective measure of community opinion and the need for a professional conclusion.

## **Appendix 1 - Interview Summaries**

This Appendix provides summaries of the interviews conducted with several departments within each City, as well as educational institutions, non-profit organizations, and business interests in the two cities. This report was completed by Virchow Krause & Company.

## **Appendix 2 – Citizen Survey Analysis**

This Appendix contains a report analyzing the citizen survey conducted by the Committee in 2003. This report likewise was completed by Virchow Krause & Company.

## **Appendix 3 – Council Telecast & Regional Access Studio Costs**

This Appendix contains a report by Director of Instructional Technology Tom Frantz at the UW-Fox Valley regarding the equipment needs and costs for telecasting common council meetings for the Cities of Neenah, Menasha & Appleton as well as the costs for establishing a PEG channel operated at UW Fox Valley.

## Federal Law

Federal law encourages communities to conduct needs assessments as part of the cable television franchise renewal process and its results have a positive impact on the negotiating process.

The renewal process is determined by the federal Cable Communications Policy Act of 1984 as amended by the Cable Television Consumer Protection and Competition Act of 1992 and the Telecommunications Act of 1996 (hereinafter referred to as "the Cable Act"). The Cable Act is designed to create a system of checks and balances between the two negotiating parties, the franchising authority and the cable operator. At the end of a franchise term, if the parties cannot informally resolve renewal issues *and if the cable operator has invoked the protections of the Cable Act*, the City must conduct a proceeding to determine whether the operator's request for renewal should be granted or denied. As part of that proceeding, the community considers:

1. Whether the operator has "substantially complied with the material terms of the existing franchise and with applicable law,"
2. Whether the quality of the service "including signal quality, response to consumer complaints, and billing practices, but without regard to the mix or quality of cable services or other services provided over the system," has been "reasonable in light of community needs,"
3. Whether the operator has the "financial, legal, and technical ability to provide the services, facilities, and equipment" promised in their proposal, and
4. **Whether the operator's renewal proposal is "reasonable to meet the future cable-related community needs and interests, taking into account the cost of meeting such needs and interests."** (Section 626)

Under the federal formal process, if it applies, a franchising authority can deny renewal to a cable operator if any one of these four standards is not met to the franchising authority's satisfaction. The franchising authority may demand that the cable operator submit a proposal for renewal that takes into account the identified cable-related needs and interests of a community.

This needs assessment identifies the future cable-related needs and interests of key public and private institutions and community organizations. Based upon the needs assessment, federal law allows franchising authorities to make certain requests of the operator. These requests include:

1. The provision of adequate public, educational, and governmental access channel capacity, facilities or financial support including channel capacity on institutional networks for educational or governmental use (Sect. 621(a)(4)(B) and Sect. 611(b)), and
2. An upgrade of the cable system (Section 626(a)(1)).

## **Capital support**

Federal law allows franchising authorities to require capital financial support above and beyond the 5% franchise fee for public, educational, or governmental access facilities and equipment (Sect. 622 (g)(2)(C)).

## **Operating support**

Federal law allows operating funds to be provided in several ways. The company may provide in-kind services, managing PEG access television services itself or the operator may turn over management to a third party. In the third party scenario, the operator may choose to provide either adequate in-kind services or funding equal to adequate in-kind services to a third party, acceptable to the franchising authority, who fulfills the operator's access obligations by managing the operation instead. This funding might go to a non-profit organization, for example, or it might go to a local institution, such as a library, school, or recreation department. A third option is to require the cable operator to provide operating funds directly to the franchising authority. However, if the operator provides cash operating funds, the cable operator has a strong argument that the amount paid must be counted against the 5% franchise fee limit set by federal law. The fourth option is for the franchising authority to utilize its franchise fees to support access services, to the extent it desires.

## **Impact on subscriber rates**

A community must keep in mind that any in-kind or financial support, either capital or operating, a cable operator provides in addition to the 5% franchise fee may be passed on to subscribers in the form of higher subscriber fees. Franchising authorities need to keep in mind that this amount is spread out across all subscribers on monthly bills for the length of the franchise contract. The only way this can be avoided is if the support required by the new agreement is equal in amount to the support provided in the old agreement and is therefore already included in the rate base.

## **Franchise fees**

Federal law allows franchising authorities to assess a 5% franchise fee on cable operator gross revenues. This revenue can be allocated to the locality's general fund or to a segregated fund to support cable television services, including PEG and institutional networks.

## **Public hearings**

In addition to the assessment, federal law requires public hearings to be held to generate input from the public at large. Together, the assessment and hearings will provide the information the franchising authority requires to understand what needs and interests are to be served in a new franchise agreement to be negotiated with Time Warner.

## **Methodology**

To fulfill the federal mandate to identify the future cable-related needs and interests of the community, the Cities of Neenah & Menasha directed that a needs assessment be conducted. Part of that direction was to adopt the findings of the Appleton Needs Assessment as applicable to the Cities of Neenah & Menasha. Appleton Deputy City Attorney, Ellen Totzke, managed the development of a list of ascertainees to elicit information from Appleton city staff members, Outagamie County, the Appleton Area School District, non-profit organizations, institutes of higher education, users of the Time Warner public access studio, and interested citizens. Neenah City Attorney Jim Godlewski and Menasha City Attorney Jeff Brandt provided similar information for the Cities of Neenah & Menasha.

Targeted survey respondents in Appleton were contacted by telephone to set up a time for an interview. Every effort was made to reach every person on the list. Based on information received during the interviews, a number of organizations were added to the original list in order to broaden community participation. Survey respondents in Neenah and Menasha were contacted by letter during the early June of 2004 and interviews were scheduled in late June, 2004.

Neenah and Menasha interviews were held on June 29 through July 1, 2004 and were conducted by Cheryl Pasalic of Virchow Krause & Company. Twelve of the 15 interviews were conducted in person, while the remaining three were done via telephone or e-mail.

Appleton interviews referenced in this report were held either face to face or over the telephone between January 15, 2002 and July 26, 2002.<sup>6</sup> Some ascertainees were interviewed alone and others were interviewed in groups. The decision whether and how to group interviews was made jointly by Mary Cardona of Community Communications Consulting and Ms. Totzke based on commonality of interests. Organizations that shared similar goals were grouped together.

For both the Neenah-Menasha and Appleton interviews, the appointment started with a description of the franchise renewal process with Time Warner. Participants were then asked a series of questions about the challenges facing the Fox Cities communities and their particular institution over the next ten to fifteen years and whether or not there was a role for communications in meeting these challenges. Then, respondents were asked to explain how their organization currently utilizes communications technology and traditional means of communication and how well current modes of communication are working. After this baseline was established, participants were asked whether and how they planned to expand their use of communications technology for the distribution of video, data, and voice communications. During this part of the interview, the background document was used to organize a discussion of how cable systems have been utilized in other communities and whether these applications were relevant to their particular organizational needs. Participants were asked to brainstorm possibilities and then to rank their operating, capital and infrastructure needs numerically in a priority list.

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<sup>6</sup> See, City of Appleton, Wisconsin Cable Television Needs Assessment Report dated July 29, 2002.

Occasionally, participants would also rank service needs or other franchise terms that they raised during the interview.

Follow-up telephone calls were made as needed for clarification and to update some information. Several additional people were contacted for background information only.

### **Priority list weighting**

In order to draw conclusions about the cable-related needs and interests of the community from the survey, participants in the assessment were asked to order their list of requests from most important to least important. Each interview, whether with one organization or many, generated one priority list. Each interview priority list was given one “vote” in the overall ranking. Therefore, some organizations were represented with one vote and others with a fraction of a vote. On the list below, grouped organizations are noted.

### **List of participants**

The following organizations provided input into the needs assessment priority list for the Appleton Cable Needs Assessment Report. The Appleton participants were interviewed by Mary Cardona. The Neenah & Menasha were interviewed by Cheryl Pasalic.

1. Affinity Health Systems<sup>7</sup>
2. Appleton Area School District
3. Appleton Catholic Education System (ACES)<sup>8</sup>
4. Appleton Housing Authority
5. Boys and Girls Club Fox Valley, Inc.<sup>9</sup>
6. City of Appleton Assistant to the Mayor
7. City of Appleton Economic Development Department<sup>10</sup>
8. City of Appleton Finance Department<sup>11</sup>
9. City of Appleton Fire Department
10. City of Appleton Health Department<sup>12</sup>
11. City of Appleton Human Resources Department<sup>13</sup>

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<sup>7</sup> Affinity Health Systems was interviewed with Gold Cross Ambulance and ThedaCare.

<sup>8</sup> Appleton Catholic Education System was interviewed jointly with Fox Valley Lutheran High School.

<sup>9</sup> Boys and Girls Club was interviewed with Amy Annen, Harbor House, United Way Fox Cities, and Mary Sturtevant.

<sup>10</sup> Economic Development was interviewed with Planning.

<sup>11</sup> The Finance Department was interviewed with the Human Resources and the Health Departments.

<sup>12</sup> The Health Department was interviewed with Finance and Human Resources.

12. City of Appleton Information Services Department
13. City of Appleton Parks and Recreation Department
14. City of Appleton Planning Department<sup>14</sup>
15. City of Appleton Police Department
16. Appleton Public Library
17. City of Appleton Public Works Department<sup>15</sup>
18. City of Appleton Transit Department
19. City of Appleton Utilities Department<sup>16</sup>
20. City of Menasha Mayor (representing all City departments)
21. City of Menasha Police Department
22. Menasha Public Library<sup>17</sup>
23. Menasha Joint School District
24. City of Neenah Mayor (representing all city departments)<sup>18</sup>
25. City of Neenah Police Department
26. Neenah Public Library<sup>19</sup>
27. Neenah Joint School District
28. Neenah-Menasha Fire Rescue
29. Fox Cities Chamber of Commerce and Industry<sup>20</sup>
30. Fox Cities Children's Museum<sup>21</sup>
31. Fox Cities Convention and Visitors Bureau<sup>22</sup>

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<sup>13</sup> Human Resources was interviewed with Finance and the Health Department.

<sup>14</sup> Planning was interviewed with Economic Development

<sup>15</sup> Public Works was interviewed with the Utilities Department.

<sup>16</sup> Utilities were interviewed with Public Works.

<sup>17</sup> The Director of the Neenah Public Library represented both Cities' libraries due to the close working relationship of both communities.

<sup>18</sup> The Mayor, Information Services Director and City Attorney all participated in this interview.

<sup>19</sup> The Director of the Neenah Public Library represented both Cities' libraries due to the close working relationship of both communities.

<sup>20</sup> The Chamber of Commerce was interviewed with the Rotary Club and the Convention and Visitors Bureau.

<sup>21</sup> Children's Museum was interviewed with the Performing Arts Center and the Outagamie County Historical Society.

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32. Fox Cities Performing Arts Center<sup>23</sup>
  33. Fox Valley Lutheran High School<sup>24</sup>
  34. Fox Valley Technical College
  35. Gold Cross Ambulance<sup>25</sup>
  36. Harbor House<sup>26</sup>
  37. Lawrence University
  38. Outagamie County
  39. Outagamie County Historical Society and Houdini Historical Center<sup>27</sup>
  40. Rotary Club of Appleton - Downtown<sup>28</sup>
  41. ThedaCare<sup>29</sup>
  42. Thompson Community Center
  43. United Way, Fox Cities<sup>30</sup>
  44. Future Neenah, Inc.
  45. Menasha Action Council
  46. Theda Clark Medical Center
  47. Neenah-Menasha YMCA
  48. Alta Resources

## **Community Background and Future Challenges**

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<sup>22</sup> The Convention and Visitors Bureau was interviewed with the Chamber of Commerce and Rotary Club.

<sup>23</sup> The Performing Arts Center was interviewed with the Children’s Museum and the County Historical Museum.

<sup>24</sup> Lutheran High School was interviewed with ACES.

<sup>25</sup> Gold Cross was interviewed with ThedaCare and Affinity Health Systems.

<sup>26</sup> Harbor House was interviewed with United Way, Boys and Girls Club, Amy Annen, and Mary Sturtevant.

<sup>27</sup> The Historical Museum was interviewed with the Children’s Museum and the Performing Arts Center.

<sup>28</sup> The Rotary Club was interviewed with the Convention and Visitors Bureau and the Chamber of Commerce and Industry.

<sup>29</sup> ThedaCare was interviewed with Gold Cross and Affinity Health Systems.

<sup>30</sup> United Way was interviewed with the Boys and Girls Club, Harbor House, Amy Annen, and Mary Sturtevant.

In every community, communications technology is applied for a purpose and to address specific needs. To identify these community needs, each participant in the assessment was asked to identify the challenges facing the community of Appleton over the next ten to fifteen years. Survey respondents mentioned six major issues. They are:

1. Managing regional growth;
2. Developing efficient and cost-effective ways to provide services through regionalization, partnerships, and the application of technology in order to maintain service levels, expand coverage, and enhance convenience in a high growth area;
3. Maintaining a stable local economy, including revitalizing the downtown and providing retraining opportunities for workers;
4. Encouraging interest and involvement in community affairs;
5. Fostering awareness and increasing access regionally to the social services available for people with special needs including assistance with issues related to aging, translating information to foreign languages, services for people with disabilities, and people with low incomes.
6. Integrating the new racial diversity into community life.

This interview research was augmented by the findings of a major study completed in 2001 called the L.I.F.E. (Local Indicators for Excellence) Community Assessment. The impact this study has on the cable television needs assessment is discussed at the end of this section.

## **Fox Valley population growth**

Discussing the challenges facing the Cities of Neenah & Menasha is not complete unless one considers the whole region known as the Fox Cities area. While Appleton is the largest community in the immediate area, it only accounts for one-third of the total population of the Fox Cities area. According to survey participants, the communities thought of as the Fox Valley communities include:

- City of Appleton
- City of Kaukauna
- City of Kimberly
- City of Little Chute
- City of Menasha
- City of Neenah
- Town of Buchanan
- Village of Combined Locks
- Town of Freedom.
- Town of Grand Chute

- Town of Greenville
- Town of Harrison
- Town of Kaukauna
- Town of Menasha
- Town of Neenah

It is essential that jurisdictions in the region work together to craft a long-term plan for coordinated and sustainable regional growth as the Fox Cities area is growing at a fast pace. Appleton's population grew 22% from 1960 to 1980 and another 19% from 1980 to 2000, when the population was estimated at 70,087. The area as a whole has grown even faster: 30% between 1960 and 1980 and another 26% between 1980 and 2000 for a 2000 population of 207,660. In 1998, it was the fastest growing area in Wisconsin.<sup>31</sup> In the last year or so, the slow economy has mitigated the speed of growth somewhat.

**School population growth.** The student population is growing. To accommodate this, Appleton North High School was built five years ago and Fox Valley Lutheran High School was built just last year. A new Charter school for K through 6 has opened and there is the possibility of another charter school opening that will focus on engineering. On-line schools are also being created and attracting hundreds of students.

## Regionalization vs. localism

**Regionalization of services.** Many City departments are excited about the advantages of regionalization which include eliminating redundancies, taking advantage of economies of scale, improving performance, providing consistent service area-wide, reducing public confusion about which jurisdictions handle which services, and ultimately reducing the cost of public services to area taxpayers. Despite these advantages, many area localities are hesitant to regionalize, according to assessment participants, and reluctant to cede more power and control to Appleton. Appleton is by far the largest municipality in the immediate area and is very conscious of not becoming the "big brother" that overwhelms the smaller communities in the area that are struggling to maintain an identity. The concern about what may happen to local control if regionalization of services occurs, has, as a practical matter, slowed efforts. Many ascertainees believe that if area taxpayers understood the specifics involved, they would embrace regionalization to a greater extent than currently. In fact, a community survey was conducted a couple of years ago and found that people wanted area local governments to focus on the most cost-effective way to provide services to the area and to disregard the parochial boundaries. The regionalization philosophy has informed the efforts of public service providers since, but it continues to be tough for the smaller communities. Emergency response is regionalized, but every local government in the area has its own fire department, most of them volunteer, with mutual aid agreements providing the extra assistance needed. There is also a growing amount of joint training and resource sharing to create a higher level of response to all residents of the area.

**Interjurisdictional agreements.** Growth is moving Appleton, Neenah, Menasha and surrounding jurisdictions closer together, causing towns to be concerned about involuntary annexation to the Cities of Appleton, Neenah & Menasha. Area communities have a vested

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<sup>31</sup> Economic Profile, Appleton, Wisconsin, June, 2001.

interest in inhibiting annexation plans in order to keep the tax base for themselves. This view prevents regionalization of services, such as water, because of the concern it might lead to control or annexation by the City. To provide a level of comfort with contiguous jurisdictions, the Cities of Neenah & Menasha have entered into border agreements with many of them, expressly prohibiting any change in boundaries. These agreements often provide the security towns need to agree to combine forces with Appleton to regionalize services, an idea that is being encouraged at the State level. The State of Wisconsin recently mandated (SS 66.0317) that each Metropolitan Statistical Area (MSA) inventory existing intergovernmental agreements with the aim to develop ideas for further agreements and cooperative efforts. The East Central Wisconsin Regional Planning Commission (ECWRPC), the official comprehensive planning agency, is leading the "shared services/intergovernmental agreement inventory" in the Fox Cities area.

**Regional comprehensive plan.** Another regional effort is underway. In January, the ECWRPC received a grant from the Wisconsin Department of Administration to prepare a regional comprehensive plan. Preliminary work has begun and by the end of 2005, the commissioners must adopt a plan. The assessment must first identify the major issues in an area, such as urban sprawl, economic development, the cost of development, transportation, sewer service, affordable housing, and environmental conservation and protection and then develop a regional comprehensive plan. Public participation is a key element in the process, which will cover a ten county area (Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waupaca, Waushara and Winnebago).<sup>32</sup> Feedback will be gathered through solicitation of written feedback, focus groups, citizen panels, public information meetings, and technical advisory committees. The ECWRPC is hoping to encourage widespread community involvement in this process, which will make decisions about how the regional community, economy and environment will change and develop, what level of public services should be provided and the cost to taxpayers, and what type of restrictions should be put on the use of private property.<sup>33</sup>

The Commission also is undertaking a land use and transportation project in the Appleton/Neenah/Oshkosh urbanized area. Traffic congestion is also a growing issue in the area.

**Regionalization of communication and resource sharing.** Many ascertaines employed by the City would like to increase data exchange and resource sharing with area communities. Localities need to network both literally and figuratively to come up with cost-effective solutions and to share resources. Technology can provide the means through which local governments can communicate with each other to this end and the means by which they can get the message out to the public.

**Regional cable services.** The regional orientation of the Appleton community affects the choices made by the cable television needs assessment participants, who request that cable-related services be provided on a regional scale. As Time Warner serves the entire Fox Cities area, the company is perfectly suited to meet these needs on a regional basis.

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<sup>32</sup> Interview of 2/19/02 with Anne Schell, Assistant Director, East Central Wisconsin Regional Planning Commission. E-mail of February 19, 2002 from Ms. Schell to Ms. Cardona.

<sup>33</sup> *Shaping our future in the 21<sup>st</sup> century: The East Central Wisconsin Regional Comprehensive Plan 2030 Stakeholder Letter*, January 31, 2002, from Harlan Kiesow, Executive Director.

## **Delivering services**

**Cost.** The type of growth occurring is primarily low-density housing. The Fox Valley has the lowest density housing in Wisconsin. This style of development has serious repercussions on the cost of service delivery. The cost per household of providing services from water to fire protection to bus service to cable service increases as the density of housing decreases. While local residents are satisfied with the level of service they receive, they are concerned that the cost of extending infrastructure and services to new developments will increase taxes and negatively affect the level of service now enjoyed in the established areas. City employees believe the City is doing a good job balancing these interests and that perhaps more effort needs to be put toward communicating with the public about these decisions to allay concerns.

**Convenience.** The public would like services to be convenient. Any changes in service delivery are more likely to be supported if it means less drive time or no drive time. Public officials are using technology to offer convenience and tangible public benefits. Plans are underway for the City web site to provide not only information, but also services the public would not otherwise get, such as the ability to pay for a permit from home so that residents do not have to go to a particular building to handle City business.

**State and Federal regulations.** Meeting public expectations for service has been made more difficult because of the expenses incurred in responding to stronger State and Federal government regulations for the public sector. Frequently, these unfunded mandates require hiring additional staff. Somehow, the City needs to continually make operations more efficient to respond to these new regulations without decreasing service to residents or increasing the tax burden significantly.

**State support.** Former Governor Scott McCallum's proposal to end State revenue sharing in 2002 shocked local jurisdictions and school districts into considering and, in many cases, making service cutbacks and scaling back or shelving capital projects and development plans early in the year. City employees interviewed during this period were focused on how the City would maintain primary services if the State followed through. One respondent remarked that "do more with less" has become "do less with less."

**Public/Private Partnerships.** The Cities can meet the demands of growth and maintain public services in a climate that abhors tax increases by finding alternative funding sources (diversifying income) and building relationships with "unusual" partners. In the Cities of Appleton, Neenah & Menasha there are many examples of public/private, public/public, and public/non-profit collaborations. The non-profit Performing Arts Center is being built with \$40+ million in private donations and \$4.2 million of City funds. Some Parks and Recreation Department programs are organized with the assistance of private businesses, non-profits, or the school district. Partnering with Time Warner to provide communication services is part of a continuing pattern of public/private partnerships.

## Maintaining and encouraging economic development

Traditionally, the Fox Cities area has had a very stable economy based on manufacturing. The area has the highest concentration of paper-related industries in the world, with over 80 paper manufacturing companies and 90 publishing companies located in the area.<sup>34</sup> The Fox Valley paper industry has provided long-term steady employment. Manufacturing is still the number one business employing 59,200 or 28.5% of the workforce.<sup>35</sup> However, over the last several years, the community has been stunned by layoffs in the paper industry and other manufacturing companies, which have affected the local economy generally. As a result, residents no longer take economic stability for granted. While an unfamiliar uncertainty about the economy exists in the community, people still characterize the economy as “good,” per the L.I.F.E. study. Unemployment is low and from 1990 – 2000, 56,000 new jobs were created, according to the Chamber of Commerce.

**Job training.** Economic development experts are expecting manufacturing employment opportunities to continue their decline and are looking to other commercial sectors to take its place. Interest is high in retraining workers for this changing economy. A large population of workers will need to go back to school to qualify for other occupations.

**Living wage/Affordable housing.** Some respondents are concerned that workers in service occupations, particularly retail, are not being paid a living wage. As the cost of living in the area increases, workers must be paid more in order to stay and live in the area. A closely related issue is the need for more affordable housing in the area for working families.

**Downtown revitalization.** Downtown is a dynamic place. However, the downtown of decades ago no longer exists, as nearly all major retail stores have moved to large malls in the suburbs. Fox River Mall, the most widely talked about indoor mall, is located off Highway 41 in Grand Chute. Overall, the Fox Cities area has a million square feet of enclosed mall space.

Today’s downtown in the Fox Cities has evolved into an office and entertainment center with some specialty shops. The Fox Cities are putting a lot of effort into making the new downtown a success. College Avenue in Appleton recently underwent a significant redevelopment resulting in a whole new look. All of the infrastructure above and below ground was redone and every building got a face lift. Downtown Neenah and Menasha is also seeing significant reinvestment. Currently the Neenah Riverwalk, the redevelopment of Shattuck Park and the construction of the North Riverwalk Condominiums are scheduled for construction in downtown Neenah in 2004. Downtown Menasha is experiencing a similar renaissance with the development of Marina Place.

Public institutions have remained invested in the area. Many are located here, including the Children’s Museum in downtown Appleton, the Outagamie Museum, the Bergstrom-Mahler Museum, the Appleton, Menasha & Neenah Public Libraries, and public transportation, Valley Transit and the Greyhound bus stations. Lawrence University, with its many cultural opportunities, lies on the eastern edge of downtown Appleton. In addition, UW-Fox Valley is located on the north side of Menasha. A long-time resident, the Holiday Inn, Neenah Riverwalk<sup>36</sup>, is conveniently located in downtown Neenah. The new state-of-the-art

<sup>34</sup> Economic Profiles, Appleton, Wisconsin, June, 2001.

<sup>35</sup> Economic Profiles, Appleton, Wisconsin, June, 2001.

<sup>36</sup> The Holiday Inn, Neenah Riverwalk was formerly known as the Valley Inn.

Performing Arts Center opened in downtown Appleton in 2002, providing another major entertainment option for area residents. The City expects the PAC to attract more restaurants and liquor establishments to the area.

**Business and Industrial parks.** Business and industrial parks encourage commercial development. The City of Neenah has established the Southpark Industrial Park on Bell Street just east of the intersection of Highway 41 and the Breezewood/Bell Interchange and plans to expand the park south of Highway G in 2005. Menasha established the Midway Business Park on the City's north side near the intersection of Midway and Appleton Roads.

## **Communicating with and providing services to seniors and others with special needs**

The Fox Cities population is growing older on average as the baby boomers begin reaching retirement age. In the City of Appleton, the 2000 U.S. Census shows that the median age is 33.8 years and there is a total of 9,095 residents aged 62 or older or 13% of the population. By contrast, of Appleton's 26,864 households, 9,745 have children under 18, per 2000 U.S. Census. Similar demographics exist in the Cities of Menasha and Neenah. The median age in Menasha is 34.0 years and in Neenah is 35.4 years. Neenah has a total of 3,508 residents aged 62 or older or 14.3% of the population and Menasha has 2,221 residents aged 62 or older or 13.6% of the population. Of Neenah's 9,834 households, 3,562 have children under 18 and of Menasha's 6,951 households, 2,294 have children under 18.

Older people require more health care and use more prescription drugs, both of which are becoming increasingly costly. There is concern about how area seniors will cope with these expenses and what steps can be taken to provide for them.

Baby boomer seniors will have different interests than their predecessors. Service providers working with older adults must consider what this population will want in their twilight years in terms of services. Many seniors will probably want to stay more active physically, participating in sports. Many seniors will be interested in taking distance learning style classes and participating in other life long learning opportunities in a safe and comfortable setting.

**Communicating community needs to seniors.** Concerns about financial security throughout retirement prompts older residents to be less interested in expanding city services and infrastructure. In comparison, residents with children, which make up just over one-third of the Fox Cities' households, are more likely to want expansion of services and infrastructure, such as recreational facilities like soccer fields and swimming pools, housing developments, roads, and schools. These two groups need to develop greater understanding of each other to craft reasonable solutions for the community.

**People with special needs.** Area organizations serve people with disabilities and those with limited mobility. More effort needs to be made to integrate people with special needs into the community. Public meetings are a challenge to attend and participate in for many because of care giving commitments, transportation problems, and physical restrictions. Local organizations would also like more ways to communicate information to potential clients at home, such as through local access channels.

**Integrating new racial diversity into the life of the community**

The City’s strength is its large native population, that is, 75% of its residents were born and raised in the area. As a result, there is a strong community identity and a sense of stability in the community. However, assessment participants note that this strength is sometimes a weakness, as residents may not always be as welcoming as they could be. And since most people have never lived elsewhere, they do not have the perspective on community issues that living elsewhere can bring. Finally, the new-found diversity in the community is taking some getting used to.

The City of Appleton is 92.5% White, 5.1% Asian (including Hmong and Vietnamese), 2.5% Latino, 1.3% African American, 1% American Indian, and 2.9% other non-White races.<sup>37</sup> Neenah and Menasha share similar demographics. While the percentages are small, other regional data reveals that the number of people of color living here has increased substantially since 1990. Figures for Winnebago County show that while the White population increased just 9%, there has been a 168% increase in the number of Latinos, 152% increase in the number of African Americans, a 67% increase in the number of Asians, and a 6% increase in the number of American Indians. Those of “some other race” increased by 189%. Today, in a County with 156,763 people, 11,001 are racial minorities up from 4,642 in 1990.<sup>38</sup>

Many cable television assessment participants concur with the L.I.F.E. assessment that found a need to “improve the capacity of the community to respect and embrace this diversity.”<sup>39</sup> Because there is a certain level of discomfort with the issue, people generally do not talk

<sup>37</sup> **Economic Profile, Appleton, Wisconsin, June, 2001** from U.S. Census Bureau, Census 2000 Redistricting Data.

<sup>38</sup> **Life in the Fox Cities – A message to the community about excellence. Highlights of a community status report 2001**, p.17. The complete chart, showing changes in the demographic makeup of the three-county Fox Cities area is shown below:

Race	Calumet County Total Population 34,291 in 1990 40,631 in 2000		Outagamie County Total Population 140,510 in 1990 160,971 in 2000		Winnebago County Total Population 140,320 in 1990 156,763 in 2000	
	1990	2000	1990	2000	1990	2000
American Indian	146	139 (5% decrease)	1,965	2,471 (26% increase)	685	726 (6% increase)
Asian/Pacific Islander	173	632 (265% increase)	1,904	3,595 (92% increase)	1,728	2,892 (67% increase)
Black/African American	29	124 (327% increase)	206	867 (321% increase)	697	1,756 (152% increase)
Hispanic/Latino of any race	149	435 (192% increase)	987	3,207 (225% increase)	1,144	3,065 (168% increase)
White	33,910	39,282 (16% increase)	136,043	151,101 (11% increase)	136,822	148,795 (9% increase)
Some other race	33	154 (367% increase)	392	1,311 (234% increase)	388	1,121 (189% increase)
Two or more races		300		1,570		1,441

U.S. Census

<sup>39</sup> Ibid. p.8.

about it. However, the L.I.F.E. Study suggests that to deal with this challenge successfully, the community needs to take some public steps, including:

- Promote awareness of discrimination
- Organize more multi-cultural and cross-cultural events, including community-wide events, and
- Give issues of diversity and inclusion a stronger presence in the community.<sup>40</sup>

Efforts need to be made to help people feel good about their changing community and help bring racial minorities into the life of the community. Some City departments are working with these new communities to provide non-traditional services that recognize cultural differences. For example, Parks and Recreation has come to realize that Hmong people are not as interested in the competitive nature of sports as much as the social opportunities athletics provides and is providing alternatives. Many immigrant Americans, particularly seniors, do not speak English. The Parks and Recreation Department presents its web site in the Hmong and Spanish languages. Valley Transit finds that many new Hispanic residents initially use public transportation heavily. To serve these users, many of whom do not speak English fluently, bus routing information needs to be available in Spanish.

Certain institutions need to be forces of empowerment to the diverse population and help foster values that will bring the community together in its growing diversity. These institutions include corporations, churches, schools, social service agencies, and government. Some survey respondents believe strongly that cable is more than just a wire; it can be a useful tool to promote public education and mutual understanding.

## Encouraging interest and involvement in community affairs

**Volunteering.** In 2000, most adults (77%) and 50% of youths volunteered in the last year. Yet the L.I.F.E. study found that non-profit organizations need more volunteer support. The L.I.F.E. report recommends nurturing the idea of volunteering and creating more opportunities for youth to be of service to the community. The study found only 20% of area youth believe the community values youth and only 27% of this group believes young people are given useful roles in the community.<sup>41</sup>

**Giving.** According to the L.I.F.E. report, 84-89% of adults contributed money to a church or non-church charitable organization. United Way Fox Cities exceeded its campaign goals for the last eight years. And the Community Foundation for the Fox Valley Region has increased its giving from 1.8 to 6.3 million in the last three years.<sup>42</sup>

**Weakening connection between business and the community.** There has also been a sea change in the ownership of large and middle-sized businesses in the area away from local ownership. Large corporations or conglomerates based elsewhere, even abroad, have acquired many local businesses. This has weakened the connection the community has had historically with business and that the community has relied upon for support. Some ascertaineers indicate that community project support has, in fact, diminished.

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<sup>40</sup> Ibid.

<sup>41</sup> Ibid.

<sup>42</sup> **Life in the Fox Cities – A message to the community about excellence. Highlights of a community status report 2001**, p.3.

## **Local news coverage**

One newspaper, the Post-Crescent, owned by Gannet, serves the Fox Cities area. The newspaper is considered to be more detached from the community, say some ascertaineers, relying heavily on AP wire stories. The area just lost its more community-oriented weekly newspapers, the Fox Cities Newspapers, owned by the Journal-Sentinel. Until January 2002, a number of small towns were served by variations of the weekly Fox Cities Newspaper that specialized in local community interest articles. The Appleton area is served by the Green Bay broadcast affiliates. Historically, the stations have rarely covered Appleton area news, but this has shifted recently and the affiliates have Valley bureaus now.

## **L.I.F.E. Community Assessment**

The Community Foundation for the Fox Valley Region, Fox Cities Chamber of Commerce and Industry, Fox Cities Economic Development Partnership, and United Way Fox Cities conducted the L.I.F.E. (Local Indicators for Excellence) Community Assessment. The study identified community strengths and weaknesses and provided a vision for the future and specific goals to get there. According to the L.I.F.E. Assessment, the Fox Cities area has the following strengths and opportunities for improvement:

### **Strengths**

- Great place to raise a family
- Good place to retire
- Safe community overall
- Good economy
- Quality educational resources
- Natural environment that is healthy and beautiful
- Excellent recreational, arts, and cultural, and lifelong learning opportunities
- Quality health care
- Quality emergency services
- Satisfactory public services
- Friendly, caring, generous
- A rich array of opportunities for community involvement and service

### **Opportunities for improvement**

Like the cable television needs assessment, the L.I.F.E. study identified the issues of growth, cooperative solutions to challenges, retraining workers, encouraging interest in community affairs, providing social services more effectively, and promoting comfort with the new population diversity. The following is the list of “Some of the Community’s Opportunities for Improvement.”

- Improving the availability of housing for the elderly, lower income, and those with disabilities
- Improving transportation for those in need
- Improving child care

- Better meeting the needs of those disenfranchised from community life
- Enhancing citizen understanding of and comfort with the diversity of the community
- Addressing the lack of mental health resources and access to resources
- Addressing health care issues
- Addressing a shortage of skilled labor
- Planning for the aging population
- Increasing involvement in community service and civic involvement
- Stopping “intimate” crime
- Managing growth
- Furthering community emphasis on prevention and early intervention and individualized care
- Promoting a regional vision and the cooperation to address issues

**Current cable television service**

The cable television franchise is held by Time Warner Cable, 1001 W. Kennedy Avenue, P.O. BOX 145, Kimberly Wisconsin, 54136-0145. Customer service can be reached at 920-738-3160. Considered part of the Green Bay division, Time Warner’s headend for the Fox Cities area is located on the south side of Appleton on South Tellulah. Local playback is handled from the Kimberly production facility. The company serves the Green Bay area from a headend there.

The 750 MHz system has been capable of digital services since January 2000. Over 200 channels are now available. Road Runner, Time Warner’s broadband Internet service, has been available since July 2000.

**Rates and subscriber counts**

Current rates and subscriber counts:			
Service	Cost per month	Number of subscribers[*]	
		Neenah	Menasha
Basic Service Only	\$17.51	7480	4940
Standard Service (Basic Included)	\$41.41	6778	4515
Digital Households*	\$49.36	2610	1865
DigiPiC *	\$53.49	1746	1259
DigiPiC 1000*	\$59.95	355	268
<b>TOTALS</b>		7,480	4,940

\*Digital Households have Basic, Standard, digital box, remote, ,interactive guide, 45 digital Music Choice Channels, 19 Favorites on Demand channels, and access to all PPV channels. The DigiPiC package includes all of the above plus a digital tier for a total of over 121 cable channels. The DigiPiC 1000 package includes all DigiPic package services and 19 additional digital channels. Subscriber numbers are for April 2004. Prices do not include any government fees or taxes.

[\[\\*\] April, 2004 subscriber counts per e-mail of May 6, 2004, from Kathy Keating to James Godlewski.](#)

The following is the cable penetration rate for Neenah and Menasha based on the 2000 Census numbers for total households in each community:

	Total households:	Cable Penetration:
Neenah:	9,834	76.06%
Menasha:	6,951	71.07%

## Current Franchise agreement

Warner Cable Communications, Inc., signed the current franchise agreement with Menasha on March 21, 1989, and with Neenah on November 10, 1988. Warner Cable Communications is the corporate forerunner to Time Warner Cable.

Menasha's Ordinance O – 11 – 89 and Neenah's Ordinance No. 841 are the governing ordinances under which the franchise agreements for the two cities were negotiated. Both franchises expired on December 31, 2001, but have been extended.

**Franchise fees.** The Cities of Neenah and Menasha collect a 5% annual franchise fee on Time Warner gross revenues.<sup>43</sup> Time Warner's revenues and, as a result, franchise fees paid to the two cities have increased substantially from 1995 to 2003, growing 35.5% between 1995 and 1999 and nearly 29% between 1999 and 2003. In 1995, the City of Neenah collected \$114,334 while the City of Menasha collected \$74,781; in 1999, the City of Neenah collected \$152,183 while the City of Menasha collected \$104,029; and in 2003, the City of Neenah collected \$198,293 while the City of Menasha collected \$131,840. The last jump in revenue was due in part to the introduction of digital service in January, 2000 and RoadRunner in July, 2000.

The current Neenah and Menasha cable television service ordinance defines *gross revenues* as:  
Gross Revenues means the annual gross revenues of Grantee from all sources of operations of the System within the City including, but not limited to, Basic Service monthly fees, pay television fees, installation and re-connection fees. This term does not include any sales, excise or other taxes collected by Grantee on behalf of the state, city, or other governmental unit, or any local advertising revenues. Gross revenues shall not include subscriber or customer made debts, which the Grantee is not able to collect. Revenues generated from per-program audio-visual signals shall not be included in the definition of Gross Revenues until August 1, 1989.

Time Warner plugs in a standard monetary deduction for bad debt before computing franchise fees on gross revenue. The Cities of Neenah, Menasha and Appleton are currently conducting a comprehensive franchise fee audit for the previous six years. Previously, a preliminary audit showed a potential significant underpayment of franchise fee obligations by Time Warner. The comprehensive franchise fee audit is not yet completed as of the date of this report.

**FCC reclassification of cable modem service (broadband Internet).** On March 14, 2002, the FCC adopted a *Declaratory Ruling (FCC 02-77)* classifying cable modem service as neither a cable service subject to cable television regulation nor a telecommunications service subject to common carrier regulation. In forming a new category, "information service," the FCC is charting new regulatory territory. At the same time, the agency adopted a *Notice of Proposed Rulemaking* to gather feedback on the various issues this new classification raises.

In response to the FCC's declaratory ruling, cable companies across the country have informed franchise authorities that they will no longer be paying franchise fees on cable modem services (broadband Internet service or RoadRunner). In June 2000, RoadRunner revenue comprised approximately 9% of the company's gross revenues in the City of Appleton. Anticipated future revenue from franchise fees must take into account the current regulatory situation, which remains unresolved.

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<sup>43</sup> Federal law sets the franchise fee limit at 5%. Most communities collect this amount.

## Neenah-Menasha Community Cable-related Needs

### Community Interviews

Interviews were conducted by Cheryl Pasalic of Virchow Krause & Company for the Neenah and Menasha needs assessment to assess local needs. In her report to the cities, Virchow Krause stated:

Each of the departments, businesses, and organizations interviewed expressed their current and future needs for cable television services. Several were unaware of the technologies that might be available to them and how to possibly access or implement them. Many noted that they had not had regular contact from Time Warner cable television representatives, and were unaware of the levels of service and technologies offered by their current providers for voice, video, and data services.

Key insights from the interviews are summarized below:

- There is a need for all of the public safety departments in both communities (Police, Fire, and Sheriff) to have regular communications and sharing of data and information. Connectivity between these entities was noted as important. Currently, they are part of a regional contract with FoxComm for dispatching, cellular, and wireless access to laptop services. FoxComm is a cooperative venture formed by the Cities of Neenah and Menasha, along with other neighboring municipalities, Winnebago County, and the Winnebago County Sheriff's Department for discounted services.
- The majority of Neenah and Menasha departments and all of the business communities interviewed are interested in video conferencing, virtual meetings, and interactive video staff training. The business communities in Neenah and Menasha are already actively using these technologies as part of their day-to-day operations.
- Many of the departments in Neenah and Menasha cited a need and desire to produce more or to begin producing video programming on cable access.
- Many of the external agencies, such as the schools, also have a desire to provide video programming on cable access.
- Neenah and Menasha have fiber networks that are used to connect locations together.
- There are two locations in Neenah that are not on the fiber network and use Time Warner's Roadrunner service for connectivity to the City network.
- Most of Neenah and Menasha departments interviewed have a free cable connection available from Time Warner, but many do not use it or have a television connected to it.
- The Neenah Police Department would like to develop the ability to have officers give video testimony to the court in Oshkosh.
- Electronic or online commerce (e-commerce) is a vital part of many of the businesses in Neenah and Menasha, and many of Neenah and Menasha's departments are beginning to explore e-commerce.
- Competition does exist for local and long distance telephone services.
- Time Warner faces competition from several providers for Internet access service in Neenah and Menasha.
- The two public libraries, one in Neenah and one in Menasha, do not use the connections to Time Warner cable television, nor is any programming produced to air on the cable access channel at this time.
- A desire was expressed by Neenah and Menasha to begin to televise public meetings and to have more local programming and information on cable access. It was also noted that the possibility of more than one access channel could be explored.

- Menasha would like to see more targeted emergency alert capability on the cable system so that specific areas of the City can be notified.
- The business community also noted that there is an interest in having the public meetings in both Neenah and Menasha on cable access and would also like to see more government information posted online.
- Many of the businesses in Neenah and Menasha are heavily reliant on advanced voice, video, and data products and services. Several of those interviewed, however, are not familiar with Time Warner's products and services.
- Several of those interviewed from Neenah and Menasha's departments also indicated limited contact from Time Warner and unfamiliarity with the products and services.
- The school representatives interviewed are very interested in services that Time Warner could possibly provide, such as interactive classrooms, distance learning, and home schooling capabilities.
- All three school districts interviewed would like more information on the Cable in the Classroom project that Time Warner and other cable companies participate in.
- The Neenah-Menasha YMCA is very interested in exploring video programming for cable access and would consider creating an access center or a community media center to create video programming for public, educational, and governmental (PEG) access.

Based on the Neenah and Menasha interviews, the following conclusions were reached by Virchow Krause:

- It appears that Neenah and Menasha might wish to consider negotiating with Time Warner for more PEG access channels to accommodate the plans expressed in the interviews. Currently, all of the local governments and organizations share a single access channel on a regional basis. As Neenah and Menasha move forward in televising their meetings and public information, one channel may cause difficulty in scheduling and televising on a timely basis.
- Neenah and Menasha may wish to examine whether there would be any issues with government programming sharing the same channels with public access or educational access programming.
- Many of the interviewees indicated little to no contact is received from Time Warner on a regular basis, and also several indicated a need for Time Warner to provide information on products and services.
- Of the majority of those interviewed from Neenah and Menasha departments, a number of businesses and community organizations indicated that they need some sort of education on the technologies available and what products and services exist to meet technology needs.

A complete copy of the report by Virchow Krause is attached as Appendix 1.

## **Community Survey**

In addition to the key interviews conducted by Virchow Krause, the cities conducted a survey of area residents through a mailing in utility bills during early 2003. A total of 2,683 responses were received. Virchow Krause was hired to analyze the results of the survey and came to the following conclusions:

- Price of cable services has resulted in significant dissatisfaction with cable services in the Neenah-Menasha area. Cable television subscription costs significantly color respondents' opinions of overall cable services in the area.
- Respondents' views of Time Warner's customer service is significantly lower than that of other utilities serving the two cities. Of the different areas for customer service, respondents rated Time Warner's performance for picture quality and reliability highest, while telephone responses

were rated lowest. At the same time, it appeared that respondents between the ages of 25 and 44 display a lower rating of all utility services compared to other demographic groups suggesting that respondents in those age groups are less satisfied with their utility services overall, not just with Time Warner.

- A large majority of respondents expressed support for local regulation of cable services in the two cities. Seventy percent of respondents either somewhat or highly favor local regulation of Time Warner.
- Currently few respondents viewed public access programming on a regular basis.
- However, the survey showed a strong interest in expanding public access programming especially to increase coverage of community news.
- At the same time, a plurality of respondents supported expanded or greatly expanded local financial support for local programming. However, a significant majority opposed assessing that support through an increased charge on cable bills, perhaps reflecting an overall dissatisfaction with the price of cable television services charged by Time Warner.

A complete copy of the report on the citizen survey compiled by Virchow Krause is attached as Appendix 2

### Appleton Prioritized Cable-related Needs Assessment Results

Since the Cities of Neenah, Menasha and Appleton represent a geographically and demographically similar metropolitan area, the results of the Appleton Cable Needs Assessment completed in 2002 are significant to determine cable related needs in Neenah and Menasha. The following is a summary of those results.

In order to provide an overall sense of the survey participants’ top needs and interests, all were asked to prioritize their list of requests. The following section details the top service, equipment and infrastructure priorities of those interviewed. The list provides a starting point for discussion only. Readers of this report are asked to consider the descriptive evidence to draw conclusions about what the City’s top priorities in the negotiations should be.

#### The weighted scale

In the Appleton Cable Needs Assessment, a weighted scale was used to rank the requests as follows:

Priority Level	Weight
1	7
2	6
3	5
4	4
5	3
6	2
7 and below	1

Participants who felt strongly that two or more requests deserved the same weighting were able to do so. Doing this affected the priority order by pushing the next items down by the number of items weighted equally. For example, if three items were given a priority #1, the next item was given a priority #4 rather than a priority #2.

In some cases, more than one request fell under the same category, such as “Equipment for the AAMFON network,” and were prioritized differently. In these cases, each request contributed to the final weighting of the priority. For example, studio (considered video equipment) named as a #2 priority and weighted a “6” was added to camcorders (also considered video equipment) named as a number 8 priority and weighted a “1” for a total of 7 weighted points.

Each participant was asked to consider requests based upon the needs of his or her organization or department. Therefore, while emergency override capability might be important to the Fire Department and for the community generally, it is not the sort of thing that would be a top priority for City departments not engaged in security issues and is, therefore, ranked deceptively low overall. Similarly, public access television was of concern to community-based organizations, but not of concern to City departments, who would not be using such a channel.

Finally, as discussed earlier under “Methodology,” one priority list was generated for each interview/focus group (not for each participant). Each interview priority list was merged with the rest to come up with an overall community ranking.

The chart below lists the “community-wide” ranking given to each equipment and infrastructure request as a result of the interviews conducted during the Appleton needs assessment. The number following the request is the number of points each item received. Requests for services and operating funds were not included in this list. A discussion of these matters is found above.

1	Government access television operating grant (72)
2	Government access television equipment grant (71)
3	Government access channel (discrete) (59)
4	Educational access television equipment grant (52)
5	Live program origination (51)
6	Educational access television operating grant (47)
7	Educational access channel (discrete) (43)
7	Public access television operating grant (43)
8	Videoconferencing facility/satellite dish (39)
9	Public access television equipment grant (37)
10	Public information kiosks (36)

11	Video surveillance equipment (35)
12	Broadband Internet service (RoadRunner) free or at reduced rates (34)
13	Public access channel (discrete) (23)
14	Cable television service drops (19)
15	Institutional network (AAMFON) <sup>44</sup> extension grant (17)
16	Institutional network (AAMFON) equipment grant (14)
17	Emergency audio/video override (7)
18	Television set (6)
19	RF wireless communication (3)
20	Program services, web hosting, spot ads

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<sup>44</sup> AAMFON – Appleton Area Municipal Fiber Optic Network connects City of Appleton buildings, Outagamie County buildings, Fox Valley Technical College, Appleton Area School District, and the Town of Grand Chute. A similar network exists in the Neenah and Menasha called the FoxNet Network.

**Prioritized Cable-related Needs by Organization**

**Please note:** Some participants felt strongly that two or more requests were equally important. When this happened, each was given the same priority number and the next number in line was skipped. If a priority was not capital-related, it did not affect the priority ranking of the rest. If an ascertainee split a type of request into two priorities, both were counted.

Name	Priority Level	Need
<b>Affinity Health Systems</b>	1	Revisit agreement every few years to ensure broadband capacity is sufficient
	1	Free Broadband Internet access
	2	Community video production facility (*Operating grant for public access television; *Capital equipment grant for public access television)
	4	Public access channel
	5	Public information kiosks
<b>Appleton Area School District</b>	1	Capital equipment for educational access television
	2	Video surveillance equipment
	3	Live program origination
	4	Videoconferencing equipment
	5	Educational access channel (shared)
	6	Operating support for educational access television
	7	Institutional network expansion grant
	8	Public information kiosks
<b>Appleton Catholic Education System (ACES)</b>	1	Broadband Internet access
	2	Educational access channel
	2	Operating grant for educational access television
	2	Capital equipment grant for educational access television
	5	Institutional network (AAMFON) extension grant
	6	Live program origination

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	7	Public information kiosks
	8	Government access channel
	8	Operating grant for government access television
	8	Capital equipment grant for government access television
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<b>Appleton Housing Authority</b>	1	Operating and equipment grants for PEG access television <sup>45</sup>
	7	Public access channel
	8	Institutional network (AAMFON) extension grant
	9	Live program origination
	10	Educational access channel
	11	Government access channel
	12	Public information kiosks
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<b>Appleton Public Library</b>	1	Operating grant for government access television
	2	Videoconferencing facility
	3	Capital equipment grant for government access television
	4	City government access channel
	5	Live program origination
	6	Institutional network expansion grant – area communities
	7	Institutional network expansion grant – Lawrence University
	8	Public information kiosks
	9	Cable service drops
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<b>Boys and Girls Club of Fox Valley, Inc.</b>	1	Public access channel
	1	Operating support for public access television
	3	Educational access channel

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<sup>45</sup> For the priority list calculation, this request is considered as six priority #1's: operating support for public, education and government access; capital support for public, education, and government access.

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	4	Live program origination
	5	Government access channel
	5	Operating grant for government access television
	5	Capital equipment grant for government access television
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<b>City of Appleton Assistant to the Mayor</b>	1	Government access channel
	2	Operating grant for government access television
	3	Capital equipment grant for government access television
	4	Live origination
	5	Video surveillance equipment
	6	Institutional network (AAMFON) extension grant
	7	Public information kiosks
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<b>City of Appleton Economic Development Department</b>	1	Broadband Internet access
	2	Public information kiosks
	3	Cable television service
	4	Institutional network (AAMFON) extension grant
	5	Government access channel
	5	Operating grant for government access television
	5	Capital equipment grant for government access television
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<b>City of Appleton Finance Department</b>	1	Increase franchise fee <sup>46</sup>
	1	Video surveillance equipment
	2	Videoconferencing facility
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<b>City of Appleton Fire Department</b>	1	Government access channel
	2	Operating grant for government access television
	3	Capital equipment grant for government access television

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<sup>46</sup> This particular issue was not brought up with other ascertainees and appears only for informational purposes.

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	4	Live program origination
	5	RF wireless video communication
	6	Institutional network (AAMFON) extension grant
	7	Videoconferencing facility
	8	Emergency audio/video override
	9	Video surveillance equipment
	10	Public information kiosks
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<b>City of Appleton Health</b>	1	Increase franchise fee <sup>47</sup>
<b>Department</b>	1	Video surveillance equipment
	2	Videoconferencing facility
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<b>City of Appleton Human</b>	1	Increase franchise fee <sup>48</sup>
<b>Resources Department</b>	1	Video surveillance equipment
	2	Videoconferencing facility
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<b>City of Appleton Information</b>	1	Institutional network (AAMFON) equipment grant (voice over IP)
<b>Services Department</b>	2	Public information kiosks
	3	Video surveillance equipment (traffic)
	4	Institutional network (AAMFON) equipment grant (switches replacement)
	5	Cable television service
	6	Educational access channel
	7	Government access channel
	8	Satellite uplink capability
	9	Operating grant for government access television
	10	Videoconferencing facilities equipment
	11	Capital equipment grant for educational access television

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<sup>47</sup> This particular issue was not brought up with other ascertainees and appears only for informational purposes.

<sup>48</sup> This particular issue was not brought up with other ascertainees and appears only for informational purposes.

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	11	Capital equipment grant for government access television
	13	Live program origination
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<b>City of Appleton Parks and Recreation Department</b>	1	Cable television service
	2	Regional Public/Education/Government channel
	3	Operating grant for public access television
	3	Operating grant for educational access television
	3	Operating grant for government access television
	6	Capital equipment grant for public access television
	6	Capital equipment grant for educational access television
	6	Capital equipment grant for government access television
	9	Public information kiosks
	10	Institutional network (AAMFON) extension grant
	11	Live program origination
	12	Videoconferencing facility
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<b>City of Appleton Planning Department</b>	1	Broadband Internet access
	2	Public information kiosks
	3	Cable television service
	4	Institutional network (AAMFON) extension grant
	5	Government access channel
	5	Operating grant for government access television
	5	Capital equipment grant for government access television
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<b>City of Appleton Police Department</b>	1	Capital equipment grant for government access television
	2	Videoconferencing facility
	3	Security assistance
	4	Broadband Internet access

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	5	Operating grant for government access television
	6	Live program origination
	7	Public information kiosks
	8	Government access channel
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<b>City of Appleton Public</b>	1	Government access channel
<b>Works Department</b>	2	Operating grant for government access television
	3	Capital equipment grant for government access television
	4	Video surveillance equipment (security and traffic)
	5	Public information kiosks
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<b>City of Appleton Transit</b>	1	Government access channel
<b>Department</b>	2	Educational access channel
	3	Live program origination
	4	Public access channel
	5	Capital equipment grant for educational access television
	5	Capital equipment grant for government access television
	7	Operating grant for educational access television
	7	Operating grant for government access television
	9	Public information kiosks
	10	Videoconferencing facility
	11	Video surveillance equipment
	12	Cable television service drops
<hr/>		
<b>City of Appleton Utilities</b>	1	Government access channel
<b>Department</b>	2	Operating grant for government access television
	3	Capital equipment grant for government access television
	4	Video surveillance equipment (security and traffic)

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	5	Public information kiosks
<b>Fox Cities Chamber of Commerce and Industry</b>	1	Capital equipment for public access television <sup>49</sup>
	1	Capital equipment for educational access television
	1	Capital equipment for government access television
	1	Operating support for public access television
	1	Operating support for educational access television
	1	Operating support for government access television
	7	Video surveillance equipment (traffic and security)
	8	RoadRunner cost reduction
<b>Fox Cities Children's Museum</b>	1	Access television facility for public, education, and government access <sup>50</sup>
	7	Spot advertising placements on commercial channels
	8	Community access channel
	9	Broadband Internet access
	10	Web hosting services
	11	Public information kiosks
	12	Cable television service
	13	Live program origination
	14	Videoconferencing capability
<b>Fox Cities Convention and Visitor's Bureau</b>	1	Capital equipment for public access television <sup>51</sup>
	1	Capital equipment for educational access television
	1	Capital equipment for government access television
	1	Operating support for public access television

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<sup>49</sup> Please note, the group's first priority was improved and expanded community programming, including public, education, and government programming, through greater dedication and funding from the cable company. To conform this general notion to other responses, it was counted as shown above.

<sup>50</sup> For the priority list calculation, this request is considered as six priority #1's: operating support for public, education and government access; capital support for public, education, and government access.

<sup>51</sup> Please note, the group's first priority was improved and expanded community programming, including public, education, and government programming, through greater dedication and funding from the cable company. To conform this general notion to other responses, it was counted as shown above.

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	1	Operating support for educational access television
	1	Operating support for government access television
	7	Video surveillance equipment (traffic and security)
	8	RoadRunner cost reduction
<hr/>		
<b>Fox Cities Performing Arts Center</b>	1	<sup>52</sup> Access television facility for public, education, and government access
	7	Spot advertising placements on commercial channels
	8	Community access channel
	9	Broadband Internet access
	10	Web hosting services
	11	Public information kiosks
	12	Cable television service
	13	Live program origination
	14	Videoconferencing capability
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<b>Fox Valley Lutheran High School</b>	1	Broadband Internet access
	2	Educational access channel
	2	Operating grant for educational access television
	2	Capital equipment grant for educational access television
	5	Institutional network (AAMFON) extension grant
	6	Live program origination
	7	Public information kiosks
	8	Government access channel
	8	Operating grant for government access television
	8	Capital equipment grant for government access television

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<sup>52</sup> For the priority list calculation, this request is considered as six priority #1's: operating support for public, education and government access; capital support for public, education, and government access.

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<b>Fox Valley Technical College</b>	1	Educational access channel
	1	Live program origination
	3	Capital equipment grant for educational access television
	3	Operating grant for educational access television
	5	Public information kiosks
<hr/>		
<b>Gold Cross Ambulance</b>	1	Revisit agreement every few years to ensure broadband capacity is sufficient
	1	Free Broadband Internet access
	2	Community video production facility (*Operating grant for public access television; *Capital equipment grant for public access television)
	4	Public access channel
	5	Public information kiosks
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<b>Harbor House Domestic Abuse Program</b>	1	Public access channel
<b>Abuse Program</b>	1	Operating support for public access television
	3	Educational access channel
	4	Live program origination
	5	Government access channel
	5	Operating grant for government access television
	5	Capital equipment grant for government access television
<hr/>		
<b>Lawrence University</b>	1	Capital equipment grant for educational access television
	1	Operating grant for educational access television
	3	Educational access channel (shared)
	3	Government access channel (WisconsinEye)
	5	Video production facility (studio)
	6	Foreign program services (BBC, SCOLA, DW)
	7	Live program origination

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<b>Outagamie County</b>	1	Videoconferencing equipment
	2	Emergency audio/video override (digital tier)
	3	Live program origination
	3	Operating and capital equipment support for government access television
	3	Regional government access channel
	3	Public information kiosks
<b>Outagamie County Historical Society</b>	1	<sup>53</sup> Access television facility for public, education, and government access
<b>Society</b>	7	Spot advertising placements on commercial channels
	8	Community access channel
	9	Broadband Internet access
	10	Web hosting services
	11	Public information kiosks
	12	Cable television service
	13	Live program origination
	14	Videoconferencing capability
<b>Rotary Club of Appleton - Downtown</b>	1	Capital equipment for public access television <sup>54</sup>
<b>Downtown</b>	1	Capital equipment for educational access television
	1	Capital equipment for government access television
	1	Operating support for public access television
	1	Operating support for educational access television
	1	Operating support for government access television
	7	Video surveillance equipment (traffic and security)
	8	RoadRunner cost reduction

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<sup>53</sup> For the priority list calculation, this request is considered as six priority #1's: operating support for public, education and government access; capital support for public, education, and government access.

<sup>54</sup> Please note, the group's first priority was improved and expanded community programming, including public, education, and government programming, through greater dedication and funding from the cable company. To conform this general notion to other responses, it was counted as shown above.

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<b>ThedaCare</b>	1	Revisit agreement every few years to ensure broadband capacity is sufficient
	1	Free Broadband Internet access
	2	Community video production facility (*Operating grant for public access television; *Capital equipment grant for public access television)
	4	Public access channel
	5	Public information kiosks
<b>Thompson Community Center</b>	1	Broadband Internet access
	2	Large screen television or projection unit
	3	Live program origination
	4	Capital equipment grant
	5	Videoconferencing equipment
	6	Video surveillance equipment
	7	Cable television service
	8	Educational access channel
	9	Public access facility (Capital grant for equipment and Operating grant for support)
<b>United Way Fox Cities</b>	1	Public access channel
	1	Operating support for public access television
	3	Educational access channel
	4	Live program origination
	5	Government access channel
	5	Operating grant for government access television
	5	Capital equipment grant for government access television

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## **Cable television subscriber network**

Cable television service drops (Priority 14)

Public access channel (13)

Educational access channels (7)

Government access channel (3)

Commercial and non-commercial program services (20)

### **Overview**

This section discusses requests for cable service and requests having an impact on the cable operator's channel line-up.

## **Cable television service drops**

### **Description**

Cable television service drops and outlets are needed to receive program services through the cable company. Three tiers of service, basic, "standard" (all analog cable channels, excluding premium services), and digital (offering 150 channels of programming and music channels) are augmented by premium program services, such as HBO and Showtime, pay-per-view. Public, education, and government access channels and local broadcast affiliates are required by law to be located on the basic, lowest cost tier. The company also provides broadband Internet service over its system.

### **Background**

Cable service is installed at the fire stations, libraries (one drop), police departments, city hall, and the Menasha senior center. All schools have one cable drop and have installed internal wiring to distribute the signal.

## PEG access channels

### Overview

The Courts have determined that cable operators are “speakers” and as such are protected by the First Amendment. Accordingly, the particular selection of cable program services carried on a cable system is the prerogative of the cable operator alone with the franchising authority retaining the right to require “broad categories of programming.” That is, a franchising authority may require the operator to carry news or Spanish language programming on the system, but may not require the operator to carry CNN or Telemundo specifically.

Franchising authorities also have the right to require access channels on the system. These channels must be offered on the basic tier of service. Unlike the rest of the system’s channel line-up, these channels are under the control of the franchising authority, which may designate them as public, education, and government access channels and designate the organization or institutions that will manage and control the channels. Public access channels are free speech forums, with first-come first-serve requirements. Educational institutions control educational access channels. Government access channels are typically controlled by the local franchisee.

The channels discussed below fall into two categories: those that are unequivocally access channels and those which could be offered on an access channel or not. The channels being considered in this second category are Wisconsin Eye, a station being developed by a non-profit organization to cover State government and State issues generally, SCOLA, a foreign language program service frequently used by foreign language departments in schools, BBC New Service, a reputable source of world news coverage, and Deutsche Welle, a German news and cultural service, also appealing to educational institutions. Any of these services could be assigned its own channel or share a channel. Any could be carried on an access channel or as a non-commercial program service. Federal law considers public, educational, or governmental access facilities to mean “(A) channel capacity designated for public, educational, or governmental use; and (B) facilities and equipment for the use of such channel capacity.”<sup>55</sup> All of the program services mentioned would be used by local governmental and educational institutions to further their goals.

### Current access channel allotment

Time Warner Cable manages two local channels, 2 and 19 appearing on the franchisee’s Appleton area system. Channel 2 is called TWCT – Time Warner Cable Television. This channel features public, education, government and LO programming (Time Warner produced) from the Green Bay and Appleton areas. Channel 19, the Cable Info Channel, carries similar material to NEW TV 2 as well as leased access programs (paid channel time).

Channel 2 features a total of 86 hours of programming per week. The cable company develops a monthly program schedule that repeats the programming on a weekly basis. For example, *Senior Fun and Fitness* is seen every Monday at 8:30 a.m. for the month of July, 2002. If a producer submits new programs weekly or bi-weekly, the new episodes are slotted into the spot. Programming includes *Divine Temple*, Christmas parades, *Your Schools Today*,

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<sup>55</sup> Communications Act of 1934 as amended, Section 602 (15).

high school basketball and football (produced by Time Warner), *Bridging Hmong American*, *The Reading Corner*, *Inside Outagamie County* with Toby Paltzer, and *Everybody's Business*, a program produced by Time Warner with a consortium of area sheriff and police departments. From 11:00 a.m. to 3:00 p.m. NASA programming is cablecast. Approximately 9.5 hours of Appleton-based public/government access programming are cablecast each week, per Time Warner. These programs include *Knitting Hearts Together*, *Calvary Chapel Service*, *First English Lutheran Service*, *Catholic Mass*, *St. Matthew's Lutheran Service*, *Toward Understanding Islam*, *Fishing Fundamentals*, *Bridge Stars*, *Kip Vincent Show*, *Eckankar*, *Appleton Access*, and *Senior Showcase*.<sup>56</sup>

Originally, Appleton was assigned channel 4 and Neenah/Menasha was assigned channel 2 for local access programming (Oshkosh has discrete use of channels 2 and 10 in that City). Because over the years the amount of municipal, school, and resident-produced local programming generated by the company has been low, Time Warner decided to regionalize these channels and include access programming from the Green Bay area, as well. Besides Green Bay, Appleton, and the Cities of Neenah and Menasha, several other area localities, their residents, and school districts are able to contribute programming to these channels; they are the Town of Grand Chute, Village of Kimberly, Village of Combined Locks, Village of Little Chute, City of Kaukauna, Town of Pittsfield, Village of Howard, City of Seymour, and the Village of Wrightstown.

## Access channel alternatives

Survey participants have various ideas about how to best utilize access to the cable system. The basic split was between continuing with a regional PEG channel or dividing up the types of access into separate channels. A regional PEG channel, where public, education, and government programming are carried on one (1) channel had the least support

This alternative is close to what is now available, except that Time Warner also includes LO programming on the channel (cable company produced). Those who support a PEG channel believe there is insufficient programming to justify separate channels. The regional scope of such a channel would be of benefit to non-profit organizations that want to promote their services and activities regionally. The Fox Cities Children's Museum, Fox Cities Performing Arts Center, the Outagamie County Historical Society, and the Parks and Recreation Department support this alternative.

However, it is not true that a merged channel would carry more programming than separate channels. Institutions are likely to take a greater interest in the image of a channel and its use if they have control over it. Participants interviewed stated that the context within which their programs were placed mattered to them. Viewers cultivate a better notion of what each channel's purpose is and what to expect from it with separate channels. Channels can be given names that explain its use, such as the Appleton Area Educational Channel or the Fox Valley Government Channel. The current PEG/LO channel is named "Time Warner Cable Programming" and reflects the unfocused nature of the channel.

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<sup>56</sup> Interview with Barbara Pandolfo, Director, Public Relations, and Audrey Niemann, Vice-President Customer/Government Relations, Green Bay Division on February 13, 2002.

## **Separate channels for public, educational and governmental use**

The preferred alternative, having separate channels for each type of access, is described below. There is generally a consensus on having one regional public access channel, but there are different opinions about the number of educational and government access channels needed, as well as their scope.

### **Public access channel**

#### **Separate regional public access channel (Fox Valley Public Access)**

*Separate.* Having a separate public access channel for non-profit organizations and residents is rated a top priority by United Way, Boys and Girls Club, Harbor House, and the *Everybody's Business* access program, all of whom have been active participants in the current PEG channel. These groups also believe it is important to separate the government channel from the educational channel so each can cultivate a unique identity with viewers.

*Regional.* For non-profit organizations serving a regional area, it would be best if a public access channel (offering the opportunity for such organizations to present programming to the community) would be carried throughout a regional area. Regional organizations would then be able to communicate with more of its service area. Affinity Health Systems, Gold Cross Ambulance, ThedaCare, Valley Transit and the Appleton Housing Authority support this notion. (as do the Fox Cities Children's Museum, Fox Cities Performing Arts Center, the Outagamie County Historical Society, and the Parks and Recreation Department, who support a regional PEG channel). For UW-Fox Valley, it also means a bigger audience for student programs.

### **Educational access channel**

#### **Alternative 1 – Two (2) Fox Cities-area educational access channels**

##### ***1. Fox Cities-area higher education channel/Annenberg-CPB channel***

Fox Valley Technical College, UW-Fox Valley, and Lawrence University would jointly manage a channel, with FVTC taking the lead management role and providing most of the material. Part of the day would feature the Annenberg/CPB channel, which is “dedicated to advancing excellent teaching in American schools.” Lawrence University would contribute coverage of special cultural and academic events and promote its public events through the message board. UW-Fox Valley would cablecast its student-produced program series on the channel, special events, and issues programming. During the remaining time, the channel would offer FVTC video courses, a few of which are currently carried on the local PBS station, FVTC seminars and campus events, such as graduation. FVTC is particularly interested in reaching working or job-seeking adults in the area with information about its many courses and delivery alternatives. The Thompson Community Center supports such a plan, which would enable seniors to take classes from the Thompson Community Center or even from their own home.

- Fox Valley Technical College requests its own channel, however, the two other institutes of higher education requested fairly minimal access to a channel.

**2. Fox Cities Area School Districts channel/K-12 Parochial schools**

A second channel would be dedicated to K-12 schools. The channel would be used to keep parents informed about school activities and events through a message board, cablecast live school board meetings, present student work, and cover events. Messages could be presented in Spanish and Hmong. Parochial schools would be assigned a portion of this channel time for their programming, including guest lecturers, student activities, and sports coverage.

**Alternative 2 – One (1) Fox Cities-area educational access channel for public and private schools (K-12 and higher education institutes).**

A single channel would incorporate all educational programming as discussed above. The Appleton Catholic Education System (ACES), Fox Valley Lutheran High School, Lawrence University, Appleton Area School District, Menasha Joint School District, Neenah Joint School District, Appleton Housing Authority, Valley Transit, United Way, Boys and Girls Club, Harbor House, and the *Everybody’s Business* access program support this idea.

The franchise agreement would include a clause enabling a second educational access channel to be made available on the basic tier if the educational institutions needed more room for programming. Given the amount of programming now being produced by the schools, this second alternative appears to be the most feasible at this time.

**Conceptual idea of a shared Appleton-area educational access channel**

Day part	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4:00 a.m. – Noon	K-12 Parochial Schools	Annenberg/CPB channel					Appleton Area School District programming
Noon – 4:00 p.m.		Fox Valley Technical College programming					
4:00 – 7:00 pm		Appleton Area School District (AASD) programming					

7:00 – 9:00 pm		Live and repeated AASD School Board meetings OR Lawrence University, UW-Fox Valley, and FVTC special events programming	
9:00 p.m. – 4:00 a.m.		Lawrence University, UW-Fox Valley, and FVTC special events programming	

**Government access channel**

**Alternative 1 –City government channel**

The channel would be dedicated to programming of interest to Neenah & Menasha residents and produced by the Cities of Neenah & Menasha. Local government departments would have an opportunity to reach citizens with important public safety messages. Community events could be adequately promoted and covered. City meetings could be presented live and repeated so that residents would have an ample opportunity to stay abreast of issues. A community bulletin board would promote local events and provide meeting notices. Imported programming on issues of interest would be cablecast. During emergencies, the City would have a way to reach the public directly with information.

**Alternative 2 – Fox Valley government access channel**

A regional government access channel would feature city programming as described above as well as live meetings and informational programming from all Fox Cities area jurisdictions, as well as regional bodies, such as the East Central Wisconsin Regional Planning Commission. A regional government channel would help promote the development of a regional vision.<sup>57</sup> Programming could include live public forums about regional issues.

Respondents in support of this idea include the Assistant to the Mayor, United Way, Boys and Girls Club, Harbor House, and the *Everybody's Business* access program. The Economic Development Department and the Planning Department like the idea of having a forum with which to reach the public, but are wary about the amount of resources such a channel might require. Respondents to the Neenah-Menasha institutional interviews also expressed an interest in expanded government access channel.

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<sup>57</sup> The East Central Wisconsin Regional Planning Commission (ECWRPC) is looking for ways to get the word out to the public about the development of a regional comprehensive plan. Public participation is an important element in the process, which will cover a ten county area. Feedback will be gathered through focus groups and citizen panels. The Regional Planning Commission has a very tight budget and would appreciate receiving coverage of its public forums live on a cable access television channel. The Commission is also undertaking a land use and transportation project in the Appleton Neenah Oshkosh urbanized area and spearheading the "shared services/intergovernmental agreement inventory."

**Alternative 3 – Two (2) government access channels**

*1. Fox Valley government access channel*

*2. Fox Valley Bulletin Board Channel*

Both channels would be open to the region’s local governments. The alpha numeric or graphical bulletin board would be carried on a separate channel, so that its information could be seen at any time. The Board could post notices about area meetings, agendas, and results, list local government office holders, promote community events in the area, and feature short public service announcements. Police Department safety messages are very conducive to this format.

**Recommendation**

Participants in the cable survey repeatedly returned to the concept of regionalism. The L.I.F.E. Study also emphasized this goal for the area when it said that it is important to:

Promote regional collaboration and create a regional vision for the Fox Cities, a vision that spans across the individual communities that make up the Fox Cities.

While there are benefits to geographically discrete access channels, the Fox Cities area would benefit more from regionalization. Many efforts are underway to regionalize public services and many services are already regionalized, such as bus transportation. Promoting regional collaboration and problem-solving through a regional government channel is a natural fit. Regionalizing the educational access channel is also natural. The Appleton Area School District not only serves the City, but also takes in the Town of Harrison, portions of the Town of Buchanan and the Village of Little Chute, the Town of Grand Chute, and the Town and portions of the City of Menasha. While UW-Fox Valley and Fox Valley Technical College are outside city boundaries, both institutions have service areas that include the City as well as the surrounding area (FVTC has a multiple County district). Any education channel viewed in the City needs to include these institutions. Similarly, non-profit organizations, the most likely benefactors of the public access channel, serve residents on a regional basis and have a strong desire to reach the whole of the Fox Valley.

Regionalism is an appropriate approach for the Fox Valley, as is splitting up the three types of access into three discrete channels, maintaining clear boundaries between public, educational, and government access. There is an abundance of programming ideas waiting to be plumbed with sufficient capital and operating support. Therefore, the recommendation is:

**Immediate access channel allocation (3):**

**(1) Regional government access channel** (Fox Valley Government Access)

This channel could be shared with Wisconsin Eye until both users build up their program schedule.

**(1) Educational access channel** (Fox Cities area) made up of a consortium of educational institutions to include the Appleton Area School District, Neenah Joint School District and Menasha Joint School District, Cities of Appleton,

Neenah & Menasha parochial schools, Lawrence University, Fox Valley Technical College, UW-Fox Valley, and the Annenberg Channel.

- (1) Regional public access channel** (for use by residents and non-profit organizations of the Fox Valley)

This channel could be shared with SCOLA, DW, and the BBC News Service.

**Channels to be held in reserve (2).**

- (1) Wisconsin Eye.** One (1) access channel to be held in reserve for Wisconsin Eye when this program service begins.

- (1) Educational access.** One (1) access channel to be held in reserve for educational use should that channel's programming exceed the channel space.

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## Commercial and non-commercial program services

### *WisconsinEye*

Wisconsin Eye is a new independent program service, which will cover the State capitol legislative sessions, Supreme Court decisions, and a variety of events and issues from around Wisconsin beginning in January, 2003. (For more information, please see the Appendix.) Lawrence University would like its students to have access to this service, whether on the analog tier or the digital tier.

Providing this service on a government access channel or on an educational access channel on the basic tier would make it far more accessible to the general public it is trying to reach and interest in government.

### *SCOLA*

Lawrence University requests that the cable franchisee add SCOLA, a valuable educational program service, to the channel line-up. SCOLA presents foreign language broadcasts direct from the source. The channel enable many ethnic groups to keep in touch with their native language and culture. In Milwaukee, SCOLA is seen on the HECC/Milwaukee Public Schools Channel on the basic service tier.

### *BBC News Service*

BBC World news on BBC AMERICA provides in-depth analysis of breaking news, features, and live coverage of world events. BBC World News can be seen on BBC AMERICA (a digital cable channel) at the following times:

Monday - Friday (Central Time)

5:00 a.m. – 5:30 a.m.; 6:00 a.m. – 6:30 a.m.; 8:00 a.m. – 8:30 a.m.; 11:00 a.m. – 11:30 a.m.;  
5:00 p.m. – 5:30 p.m.

Saturday and Sunday (Central Time)

5:00 a.m. – 5:30 a.m.

### *Deutsche Welle*

Deutsche Welle is a satellite-delivered program service broadcasting live German television and focusing on multilingual newscasts and cultural programming.

### *Annenberg/CPB Channel*

The Annenberg/CPB Channel is a 24 hour educational channel whose educational programs for educators, students, and the general public repeat after 12 hours. Some series are original. (See the *Original Documents Appendix*.)

## Public, education, and government access television

Public access capital equipment grant (7) and operating support (7)<sup>58</sup>  
Educational access capital equipment grant (4), operating support (6)<sup>59</sup>  
Government access operating support (1), capital equipment grant (2)<sup>60</sup>

### Overview

Federal law allows a community to require cable companies to reserve channels on their systems for the use of educational institutions, government, and the public itself. In 1976, the FCC defended its interest in promulgating access channels saying,

...we believe [access channels] can, if properly used, result in the opening of new outlets for local expression, aid in the promotion of diversity in television programming, act in some measure to restore a sense of community to cable subscribers and a sense of openness and participation to the video medium, aid in the functioning of democratic institutions, and improve the informational and educational communications resources of cable television communities.<sup>61</sup>

The public, educational, and government access channels, normally abbreviated as “PEG channels,” are free of content control by the cable company and federal government. Instead, each has its own special mission. Access channels offer educational institutions, the local government, and the public itself the opportunity to speak directly to a community over the medium of television, a powerful communications tool. Without access channels, local people and institutions are entirely dependent upon local broadcast station news departments and cable company local origination (LO) channels (channels programmed with programming produced by the cable operator) for an opportunity to use television to communicate. Some geographic areas are completely ignored by broadcast affiliates, if the affiliate considers the area to be outside its primary coverage area or too insignificant. Opportunities to be on a broadcast channel or cable local origination (LO) channel that do come along are mediated by reporters and editors and likely to be only a few seconds to a few minutes long -- not much exposure and certainly not enough time to explain a topic in-depth. The FCC gave localities the opportunity to fill the void left by traditional media by setting aside precious channel capacity on the expensive and powerful medium of cable television.

*Streaming video.* PEG access facilities are also beginning to use the Internet to distribute their channels by capturing the channel’s live audio and video signal and “streaming” it onto the Internet. This is particularly helpful to people who are not served by the local cable system such as residents who live in a rural area, people interested in an issue who live outside the cable system’s service area, and workers in offices that do not have cable service.

As digital technology becomes more and more integrated into the recording and playback of programming and server hard drive space comes down in price, more and more stations will be archiving programming digitally, so that web site visitors can select particular programs to view on their personal computer.

<sup>58</sup> See “Cable Television Subscriber network” for public access channel requests.

<sup>59</sup> See “Cable Television Subscriber network” for educational access channel requests.

<sup>60</sup> See “Cable Television Subscriber network” for government access channel requests.

<sup>61</sup> *Cable TV Capacity and Access Requirements*, 59 FCC 2d 294, 296 (1976).

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## Public access television

### *Description*

The mission of a public access facility is to provide citizens with production training, access to video production tools, and time on a cable system channel for unfettered public speech. The content of public access channels is determined by local residents and local non-profit organizations using the channel.<sup>62</sup> Sometimes programming is imported from elsewhere, generally from other public access stations or non-profit organizations.

Programming on *public access channels* is unique in every community, because it reflects the values, experiences, and interests of the locality. By mirroring a community back to itself, public access channels help foster a sense of community. Providing this kind of service has become more and more important as participation in community life has become more and more problematic for busy residents. Long commutes to work, two income families, workers attending night school, parents chauffeuring children to multiple activities, grown children assisting elderly parents, homeowners using weekends to keep up with maintenance -- people have a lot to do. These same residents, however, can put their feet up and click onto the public access channel and see...

- A ten minute piece on the newly built shopping plaza in your neighborhood
- Full coverage of a Fourth of July parade featuring your son's play group
- A local high schooler's video about her hobby
- Sunday Catholic mass from a local parish
- A Spanish language talk show about local cultural organizations
- A plea from local conservationists for help in saving a nearby woodland area
- A County Board candidate explaining plans for smart development
- A talk show discussing the need for more volunteers for the Big Brothers program
- A local artist teaching watercolor painting and showing his work
- A call-in show about great spots to camp in the County
- Full coverage of a two-day conference on SIDS
- Senior citizens talking about living on a fixed income
- A computer video art piece
- A local family's celebration of its 30th wedding anniversary
- An amateur hour featuring local singers and dancers
- A local man with an opinion about everything hosting a provocative call-in show
- An Historical Society feature on local historic landmarks
- An AYSO (American Youth Soccer Organization) soccer game
- A call-in show hosted by individuals with disabilities
- A high school rock band
- A comedy show by a local drama group

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<sup>62</sup> Another type of channel called a *leased access channel* is controlled by the cable company. Its time is sold to any organization, commercial or non-commercial, which desires to purchase discrete blocks of time on the channel.

- A neighborhood watch group discussing traffic issues with police representatives
- A feature about an upcoming Red Cross fundraising event and the need for donations

As this list demonstrates, there is a great deal of variety on a public access channel. The speech found on a public access channel ranges from simple self-expression to speech that serves as a catalyst for community action and consensus building. These community-building programs make residents more aware of the work of non-profit organizations and encourage volunteerism, promote the recreational resources and events of the area, engage residents in lively discussions about local issues, and generally provide an opportunity to see a more complete and diverse image of the community than the viewer would see otherwise in his or her daily routine.

While some public access stations provide more technical assistance to producers to improve the technical quality of productions, and while some public access stations take a stronger role in selecting the events and topics to be covered by producers, the core idea of public access is that local residents create programs themselves with content of their own choosing.

*Web access.* Besides hosting their own web site to interact with their users and viewers, many public access facilities are now providing members with one or more computer workstations to access the Internet. Members are able to have an e-mail account or even their own web sites through an access center's Internet server. In providing this new way of interacting with the community, public access facilities have also taken responsibility for training community members in the use of these new interactive services. Courses in web design, HTML, and computer graphics are being offered at more centers.

## **Educational access television**

### ***Description***

The content of *educational access* channels is determined by their facilitators -- school districts or universities -- to serve educational goals. Many colleges and nearly all school districts get some of their programming from video production projects produced by students. Typically, a faculty member oversees the efforts of students as well as manages the use of the channel. A school district's channel may be based in the high school with the elementary and middle schools contributing programming. Some districts are able to cablecast live from all schools, so that each school can fill a designated time slot with programming they desire. Educational access channels also routinely feature school board meetings, commencements, plays and variety shows (if granted permission by the copyright holder), student talk shows, call-in programs with the principal, homework hot-lines, and a character generated message board with upcoming events and schedules. Educational institutions often purchase telecourses and documentaries for play on the channel. Regular "class times" are set up and viewers are able to get college credit for viewing and attending occasional classroom lectures.

*Distance learning.* Educational access channels are also used to distribute live classroom coverage to students in other schools. Distance learning has gained popularity as a way to offer a variety of less popular subjects to a number of schools, such as Japanese or advanced physics, and to keep down the cost of personnel. Classrooms are outfitted with special equipment so that teachers and students can communicate effectively.

New franchise agreements are providing distance learning opportunities over digital fiber optic networks, which have the capability to carry many more channels of video than the

traditional analog cable systems. These Institutional Networks, which can be required in cable franchise agreements, can interconnect with the Internet or other high speed networks to offer distance learning opportunities between school districts and more and more to residents at home and at the office. Institutes of higher education are particularly moving in this direction, utilizing a variety of means to convey educational content (chat rooms, files, e-mail, list servers, digital images, and short videos) to reach adult learners with degree opportunities and advanced job training.

## **Government access television**

### ***Description***

*Government access* channels are controlled by local governments and typically cover electoral politics, health and safety concerns, government policies and procedures, local community issues and the legislative process. Some government access stations also cover non-profit organization activities. Most programming on a government access channel is produced locally, but like educational institutions, governments can purchase appropriate programming from programming consortiums and institutional sources.

The decision about what to produce and cover is directed by a policy approved by the franchising authority's governing body. As the "editor" of the content on the channel, the local government approves of and sanctions the use of its equipment for specific types of programming. Because local government controls the content, it also assumes liability for the programming.

A local government access operation might have several responsibilities including producing informational programming for the public, updating a daily community bulletin board for community news and information, operating an emergency message system, producing training programs for staff, and managing an equipment loan pool, videotape duplication service, videoconferencing service, and other internal audio/video technical services.

Normally, government programming is produced by professionals, who are made part of the staff of the local government. Some smaller government access stations utilize volunteers or a paid part-time crew of professional and amateur community members to assist in meeting service goals.

## Community need for access channels

A review of the L.I.F.E. Study reveals that nearly all issues identified have a public communications component. The L.I.F.E. recommendations could be carried out in part by local access channels.

**Engage youth in meaningful community activities.** According to the study, youth need to feel more valued by the community. Only 20% of area youth feel the community values youth and only 27% of those surveyed believe young people are given useful roles in the community. Youth of all ages need to be more involved in creative activities and a special emphasis should be given to involving minority, lower income, and youth with disabilities.

- Young people enjoy production work, especially since it requires the use of all kinds of skills from managing productions and scriptwriting to set building and on-camera work as well as technical skills. Working at an access facility contributes significantly to community life.

**Inform the public about the social services available in the community and about existing legal protections and obligations.** The LIFE Study focused particularly on the need for informing seniors, people with disabilities, and caregivers about available programs. Mention was also made about raising awareness among employers and those with disabilities in the Fox Cities area about recent new legislation, the Work Incentives Improvement Act or the “Ticket to Work.”

- Non-profit organizations and government agencies can use access channels to educate the public. Access channels are particularly suited to reaching caregivers, seniors, and people with disabilities, who are often homebound. Call-in programs enable program producers to target the information to people who watch.

**Promote awareness of the needs of non-profit organizations.** In particular, the study recommends the creation of a “stronger, more diversified base of charitable support to non-profits.”

- Non-profit organizations can use the public access channel to promote themselves and their work.

**Deepen the public’s comfort with cultural diversity.** The Fox Valley is becoming diverse for the first time in its history and residents, including children and youth, need assistance in developing cultural competency and in embracing and benefiting from diversity. Only 36% of youth indicate they have knowledge and comfort with people of different backgrounds.” One suggestion the study made was to have more multi-cultural and cross-cultural events including community-wide events.”

- These events can be covered live or cablecast later on a public access channel. Programs produced by minority residents can demystify cultural differences. Youths working at a PEG facility are likely to meet and work with minority residents producing programs.

**Broaden the use of foreign languages to communicate with those for whom English is a second language.** More widespread use of foreign languages will improve

communications and ensure equity in opportunity and participation for those with English as a second language...”

- Speakers of a foreign language are free to produce programs at the PEG facility to reach their community with needed information. Organizations needing to reach out to speakers of a foreign language can do so with specialized programs.

**Promote awareness of community issues and community needs.**

The L.I.F.E. Study identified a long list of issues that need attention from residents of the Fox Valley Region. Awareness of the complexities of these issues will lead to a consensus about what the problems are and the solutions needed. The issues named include the lack of adequate transportation for those in need, the need for more support services for the elderly, the lack of affordable housing for lower and middle income individuals and those with disabilities, the need for “transitional housing,” sprawl and rapid growth, the importance of environmental stewardship and energy conservation, the need to develop alternative energy sources and programs, the underemployment and unemployment of individuals with disabilities, child abuse, domestic violence, and sexual assault, and the need for volunteers by organizations serving individuals with disabilities.

- Non-profit organizations and local governments can utilize the public access channel to bring attention to a variety of issues.

**Encourage the public to adopt healthy habits.** The LIFE Study found that more should be done to promote healthy and safe practices among residents. Specifically, the Study found that more needs to be done to make the public aware of the hazards of smoking, drinking, and recreational drugs, and the importance of a healthy diet, wearing sunscreen, using bicycle helmets, installing smoke and carbon monoxide detectors, locking and storing firearms, dialing 911 in emergencies, and reducing drinking and driving.

According to the study, 14% of youth smoked on 20 or more days over the course of the last month. 32% of adults smoke “every day” and about 45% smoke “everyday” or “some days”. About 22% of youth and 35% of adults binge drank in the last 30 days. Of children under 16, four in ten seldom or never wear bicycle helmets. 67% of Appleton/ Menasha/ Neenah households and 63% of Outagamie County households with firearms indicated that they keep all firearms locked up in a cabinet or gun case, or stored with a trigger lock.

- Access channels can feature PSA’s from organizations. PSA’s can also be produced through an access facility and cablecast on commercial cable channels.

**Heighten appreciation for the arts.** The study indicated a need to deepen appreciation for and participation in arts and cultural activities.

- Local cultural activities can be covered and presented on access channels. Programs can be developed to deepen appreciation for various art forms. Some programs can promote attendance at performances held at the PAC.

**Improve communication between groups.** Older and younger generations could benefit from spending time with each other and the study recommended increasing older adult involvement in pre-schools, elementary and secondary schools, and other youth programs.

- Seniors and young people could work together on projects at a PEG access facility. Special programs could be developed to bring the two groups together.

**Promote volunteerism.** “Increase the involvement of younger adults and families in civic life including voting and volunteering”... and “give the responsibility of volunteerism and other involvement in civic life a stronger presence in the Fox Cities community.”

- Volunteers can be recognized on the access channels. Civic issues can be given play, enrolling residents in their outcome and encouraging voting.

**Improve access to and participation in community life for those who are elderly or people with disabilities.** Improved access is needed to participate in social activities, the arts and culture, recreation, learning, community service, and civic involvement.

- Access programs can bring community activities into the living rooms of those unable to participate fully. Call-in programs can enhance involvement.

**Increase participation in parent education.** Support programs and services exist to help parents, but greater awareness of these programs is needed.

- Educational institutions can produce programs directed at parents. Current management by Time Warner has not been successful in developing this community conversation, as will be shown.

## Current local support and facilities for PEG

The Time Warner-managed PEG access facility and channel has been a disappointment to many survey participants, who believe that access television has not been used up to its potential despite the strong need for community programming. Others, when asked how successful channel 4 is in providing local programming to the area say “somewhat,” “generally,” and “fairly.”<sup>63</sup>

Approximately twelve shows per month are produced at the Kimberly studio with about the same number produced through the Green Bay facility. According to Time Warner, five 30 minute public access programs are currently produced on a regular basis at the Kimberly studio by Appleton residents. The shows are entitled *Knitting Hearts Together*, *Kip Vincent*, *Senior Showcase*, *Eckankar*, and *Fishing Show (pending)*. In addition, several programs are produced off-site with producer-owned equipment. These shows include the *Calvary Chapel Service*, *1<sup>st</sup> English Lutheran Service*, *Catholic Mass*, *St. Matthew’s Lutheran Service*, *Understanding Islam*, *Appleton City Council*, and *Bridge Stars*.

Additional shows are produced as local origination programs with the production assistance of Time Warner. The *Everybody’s Business* program, a project of Time Warner and local law enforcement agencies, falls into this category. *Local origination* productions are produced with a different set of equipment.

### **Time Warner administrative and production facilities.**

**Location.** The Kimberly office and studio is located at 1001 W. Kennedy Avenue, a light industrial area approximately ten minutes from downtown Appleton by car.

**Staff.** Barbara Pandolfo, Director, Public Relations, is responsible for local programming in the Green Bay Division. Jonathan Johns, production coordinator, is responsible for PEG and LO video production. John Fuller manages automatic playback and syndicated exclusivity switching and acts as back up for Jonathan Johns, assisting with technical issues and some local origination programming.

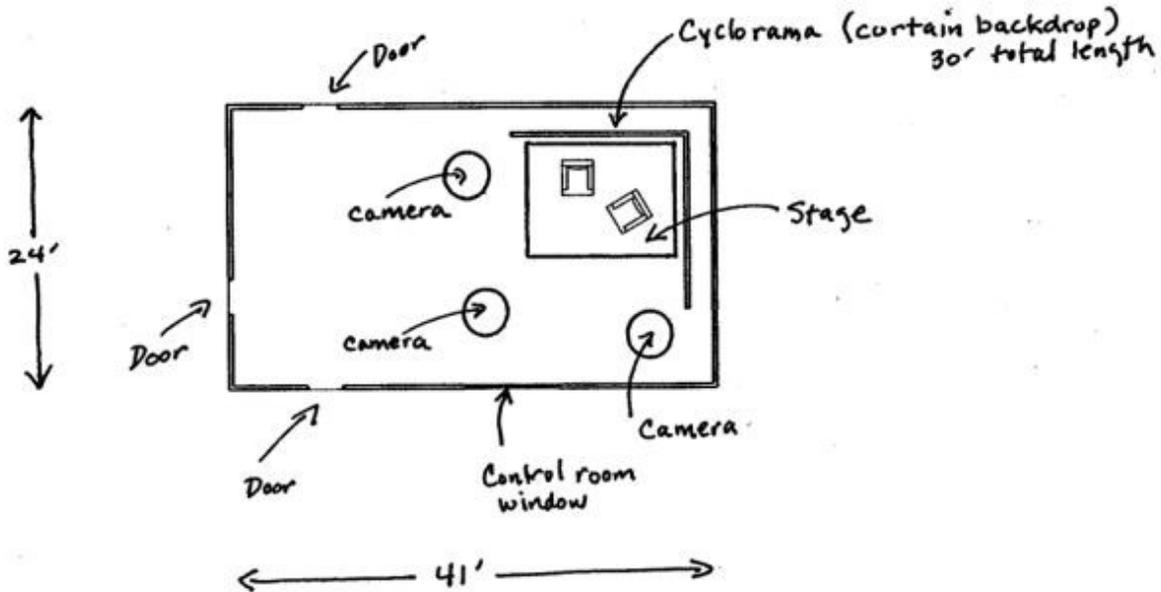
**Portable field equipment.** The company’s field gear is composed of one Panasonic AG-450 SVHS Reporter single-chip camcorder and tripod, which is basically a consumer-grade piece. The equipment is rarely used. Time Warner does own portable multi-camera equipment that is used on local productions by and at the discretion of staff.

**Studio.** The studio is open from 8:00 a.m. to 9:00 p.m. Monday through Friday and from 8:00 to Noon on Saturday. All studio use is handled by appointment. According to Time Warner, on average, producers complete programs within a two hour window.

The Kimberly studio overall dimensions are 24’ x 41,’ however, the usable studio space is approximately 15’ x 15’. A 30’ cyclorama runs along two walls forming a corner area where productions are shot. A small stage is set up there, which fits two chairs. Lighting instruments in a suspended lighting grid are normally positioned for a two-person studio interview program. The studio is equipped with three Panasonic 3-chip cameras. A small control room with a window is located adjacent to the space. The production switcher is an older Panasonic model and titling is done using a Videonics character generator. The control room also serves as the editing suite and the playback area.

<sup>63</sup> Responses from the Community Focus Group to a written survey.

**Kimberly Studio**



**Training.** Although the policies manual says there are three training classes that are held to certify users, according to Jonathan Johns, all training is one-on-one. This may be occurring because of the low level of community participation in the station. According to Johns, depending upon production experience, training takes a minimum of four hours. Residents are taught how to operate a camera, properly frame a shot, set up lighting, and how to operate the audio mixer, switcher, and character generator in the control room. The character generator enables producers to insert text for titles and captions during the production.

**Underwriting.** According to Time Warner’s Policies and Procedures Section II. F. “Advertising and commercial sponsorship are strictly prohibited.”

**Programming playback.** Typically, each new program is cablecast one time each week for four weeks. Series programs are switched out weekly or bi-weekly. Time Warner is capable of cablecasting in three formats: digital, S-VHS, and ¾” U-matic. A Leightronix automatic cablecast system is capable of programming 16 decks. Tapes produced at the Green Bay studio are hand carried to Kimberly for cablecast.

**No live origination allowed.** Except for live Santa visits produced through the Green Bay facility (a twenty year tradition – last year 27 children participated), no live programming is allowed. According to Fuller, the Kimberly location is equipped to do live productions.

**Community Bulletin Board.** Forms for submitting messages are available at branch sites and on the web. The form allows six lines of type with 32 characters per line. A Green Bay staffer inputs the messages on the channel. A minimum of two weeks lead time is needed to post a message. The board gets the most use during the holidays, when many groups use it to promote events. The board is updated daily. The Appleton Public Library uses the board perhaps once each month to promote programs and services. The Fire Department, however,

has stopped using the message service because the form is cumbersome and time consuming and viewership of the channel is considered low.

### **Survey participant concerns with current Time Warner facilities**

- **Studio is small given its layout.** Three doors are located on three walls on one end of the room, making this portion of the room unusable. Only the area with the cyclorama is usable for a production. Air ducts descending from the ceiling, hamper the flexible placement of lighting instruments.
- **Insufficient room or support for the use of a variety of backdrops.** The cyclorama backdrop is used for all programming shot there, so all shows look the same. Producers are unable to store backdrops at the facility because there is not enough room.
- **Three studio cameras are not always available.** Two participants in the survey note that all three cameras are not always present in the studio. One participant reported seeing an interview program produced with one camera and one production person (Time Warner disputes this).
- **Two-person interviews are encouraged by Time Warner.** Time Warner discourages producers from producing studio programs more complex than two-person interview programs because of the small size of the studio and the need to adjust lighting for additional people. Programs with more than one guest must use them in succession. Producers are bored with the two-person format and believe it discourages viewership.
- **Longer production times desired.** Time Warner strongly discourages producers from taking additional studio time to complete productions and some producers find this constraining.
- **Expanded training desired.** Public access television producers and users want to produce more complex and interesting programs, i.e. programs with more sophisticated production values, believing that more sophisticated productions would attract viewers. The cable company should expand training opportunities to include interview techniques, set design, and editing field footage into feature programs. Producers want to learn how to go beyond two-person talking head programs and produce more creative programming.
- **Editing capability unsatisfactory.** A cuts-only editing system is available for PEG users and is kept in the studio control room, so it cannot be used at the same time as a studio production. (Editing may actually be impossible, as one edit deck may be used to record the studio program.) Producers are not encouraged to produce programs that need editing and the editing equipment itself is very basic and unsophisticated with very limited graphics capability. Mr. Johns contends that producers are not interested in doing more editing than putting beginning and end titles on programs. Facility users and other respondents, however, express a strong desire to make their programs more visually interesting with field footage and graphics.
- **Disclaimer policy creates a negative context on the channel.** Time Warner's policy requires all programs to begin and end with *The views and opinions expressed in the following program do not necessarily reflect the views of Time Warner Cable* (Section VI). Survey respondents see this as repeatedly creating a negative context for access programs.

- **The restrictive underwriting policy discourages financial support for local programs.** Producers are required to limit the recognition of sponsors to mentioning the name of underwriter through the use of text only. No logos, audio, or visuals are allowed and only the name without any other identifying information is allowed to appear.

### **Time Warner outreach and promotion.**

Time Warner promotes the channel in the community by having its production staff wear special jackets with the Time Warner logo when doing field productions and erecting banners when shooting events. On the cable system, Time Warner promotes PEG and LO programming in two ways: through the program schedule carried on channel 2 and on the digital program guide. The program schedule is also on the company's web site at [www.newtimewarnercable.com](http://www.newtimewarnercable.com) under Community/TWCT/program schedule and in the Channel Guide magazine (\$2.95/month).

Unfortunately, Time Warner's name for the PEG/LO channel, Time Warner Cable Television, does nothing to convey the purpose of the channel. Rather, the name promotes the impression that the content of the channel is controlled by the cable company, as opposed to the local franchise authority and the local public access producers. In fact, one participant flatly stated that Appleton does not see its public access channel as a channel for public use, but as a corporate-controlled channel.

Time Warner's community television budget should include more funding for promoting access programs on other cable television channels and doing much more to promote the use of the channel by the community.

### **Community use of PEG channels and facilities.**

Promoting the use of the PEG/LO production facilities and access channel has been scant, at best. Time Warner says it advertises community programming production opportunities on the access channel and that information can be found on the web site under "Community/TWCT. However, an explanation of public access and encouragement to use the facilities is minimal at best at these sites. On the web site, information about what public access is about can only be gleaned from reading the Policies and Procedures manual (a rather terse document). Finding out about public access in the Appleton area is difficult unless you already know what you are looking for.

The assessment found that most respondents were not aware Time Warner has a facility that can be used for community production. When learning of it, they expressed interest in using such a facility. Others pointed to the channel and said that there is so little on of interest, and the mix is such a hodge-podge (realty commercials mixed with Green Bay Council meetings and PPV announcements) that using it never occurred to them.

**Non-profit experiences with Time Warner PEG access television.** Non-profit organizations that have explored utilizing the channel with Time Warner have found staff and equipment support insufficient. One person, no matter how energetic, does not "cut it." In addition, users are discouraged from doing any more than two-person talking heads shows, which producers and viewers find boring. For example, two years ago, the Outagamie Museum asked for help from Time Warner to do a field production but was told that the company did not have the equipment to go off site. In the end, the Museum hired a professional videographer to do a series of plays over the summer. Similarly, Lawrence University asked Time Warner for assistance in covering and cablecasting the "Lunch at

Lawrence” speaker series. Time Warner said it would not provide the production support, although it would cablecast completed programs. Lawrence was disappointed, as years earlier the company had covered a jazz concert live on campus and occasionally used to cover sports.

**Educational institution experiences with Time Warner PEG access television.**

Educational institutions remarked that the context in which their programming is seen is of paramount importance and that the access channel as managed currently does not provide that positive context. Fox Valley Technical College airs some of its video courses on the local PBS station rather than the local access channel. Lawrence University says it would not want to cablecast any event coverage on the current PEG/LO channel. The Appleton Area School District does not utilize the access channel, even though 160 students are enrolled in a television production curriculum in the three high schools and regularly produce programs cablecast internally. (Although the middle schools have reportedly participated in the Cable in the Classroom curriculum and produced programs through Time Warner.) None of the parochial schools have utilized the channel.

**Local government experiences with Time Warner PEG access television.** Most City departments were not aware the Time Warner facilities were open to City government and some remarked that there has never been any encouragement on the part of the City or Time Warner to make use of the channel. Neither the City of Neenah nor the City of Menasha have produced any programming for the current Time Warner PEG access channel. Outagamie County produces a regular show, but says support is minimal. City departments, such as the Fire Department and the Police Department, who are aware of the channel and have tried using the facility for regular productions, say they do not use it anymore because of the lack of sufficient production support. The City of Appleton Health Department reports that it turned to a private video production company to produce a PSA. Time Warner cablecast it on cable channel 4 and the piece was “mildly successful” in reaching its target audience. Valley Transit worked out a deal with Time Warner. For \$250 and \$3,000 worth of commercial ad space on various channels, Time Warner produced a 30-second spot for the Department in 2001.

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## Government access in Appleton

For the last five years, coverage of City of Appleton Common Council meetings and budget sessions has been handled by UW-Fox Valley, which is under contract to the City to provide this service. Contract terms pay UW-Fox Valley \$150.00 per hour for set up, shooting, and striking of the equipment and \$25.00 per hour for tape editing. UW-Fox Valley is responsible for all post-production, including titling and voiceovers, and delivers the completed tape to Time Warner for cablecast. The yearlong contract caps expenditures at \$16,000.00.<sup>64</sup>

Three cameras, tripods, and related cables used to cover meetings are hauled back and forth to City Hall, while the switcher, monitors and the audio mixer are stored there. Meetings are taped on SVHS. Council meetings are being covered with new portable DV cameras, smaller tripods, and a switcher with frame sync capability, which will make it easier to insert secondary video and graphics. Recordings will be made on mini-DV cassettes. This new digital equipment will significantly improve the recording quality of council meetings.

Alders register their votes electronically, which are displayed on a voting board behind and to the right of the mayor. During discussions, the alders use the system to indicate they want to speak. The first three people in the queue are shown on the voting board. Except during fast give and take discussions, the queue system works well enabling production assistants to prepare in advance for the next speaker.

Student technicians (most of whom are enrolled in Communications degrees) transport the equipment and cover the meetings. Filling production positions has not been a problem, even though enrollment in Communications programs varies from year to year. In lieu of pay, students working the meetings during the school year are rewarded with access to enhanced video production equipment, special resources, and more elaborate sets for their school productions. Students who qualify for work study funding are the exception and are paid to work meetings. During the summer, several students are paid to continue coverage. The fact that UW-Fox Valley is largely a commuter campus makes finding students in the summer easy. Covering council meetings is one of normally ten productions each week students may choose from to get production experience. Students have come to enjoy meetings not only for the production experience, but also to watch the group dynamics and learn about local issues. When asked, all students were interested in continuing coverage of the City of Appleton Council meetings. Usually, four students cover the meetings, but sometimes three or five. The director doubles as the audio person, since, as described below, there is little to do except turn the overall volume up and down.

**Audio.** Improvement is needed in the recording of audio in the council chambers to fully record all miked speakers and to eliminate wireless microphone interference. Time Warner also needs to increase the volume level of the cablecast from the headend.

**Audio system.** The Council Chamber has an audio system for miking and amplifying meeting participants. The audio from this approximately ten-year old system is recorded by taking a direct output. UW-Fox Valley can turn the overall volume up and down but it does not have access to this system to make any adjustments to individual microphone levels or to the noise

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<sup>64</sup> Information about UW-Fox Valley's coverage of Appleton meetings is from Tom Frantz, Director of Information Technology.

gate setting. The system is set up so that many microphones can be on simultaneously without a hiss or “airiness” because of a gate on the system that automatically trips when a speaker talks into the microphone. Unfortunately, sometimes the gate is not tripped because the speaker is too far away from the microphone or speaks too softly for the gate to register the sound. Occasionally, the opposite problem occurs. One or more speakers are too loud and the sound is “clipped” or rejected because it exceeds the tolerable limits set in the system. This occurs more frequently when a give and take discussion is occurring between several people, such as the City attorney, a department head, an alderperson or two and the Mayor, and voices overlap creating a much higher sound level than the system allows. While the gating and clipping features prevents sound from becoming airy and fuzzy, when tripped inappropriately, it can cut off several words at a time, making it difficult for a viewer to follow a meeting. More control over the system by the cable television production staff would allow the system to be adjusted when needed. Should this prove to not resolve the problems, the City should consider other products on the market that may suit the needs of the Council Chambers better.

*Interference with wireless microphones.* Three wireless microphones are used. One stays on the podium and two rove. While these are very convenient for reaching people not on the dais, such as department heads and audience members, UW-Fox Valley reports problems with interference. Wireless microphones operate on a specific frequency. Occasionally, the frequency assigned is close to or the same as a nearby radio or other wireless microphone user. In Appleton’s case, some commercial establishment downtown must have a wireless microphone on the same frequency because beginning around 9:00 p.m., music starts bleeding through the audio. Sometimes it sounds like saxophone music. The best guess is that it might be Champaign Charlie’s, which has live music on Wednesday nights, but it may be Cleo’s (no live entertainment), Mongo’s (which has a recording studio), or even the Paper Valley Hotel. The podium wireless could be replaced with a hardwire microphone, like those on the dais, eliminating one source of interference. A technical solution needs to be found for the remaining microphones, such as purchasing a frequency agile UHF wireless system that enables the user to find an unused frequency to use (such as a Shure ULX series wireless system).

*Volume level of the cablecast.* Except for the exceptions noted above, meetings are recorded with good audio levels, yet when cablecast, the volume of council meetings is typically lower than commercial programming on other channels. Time Warner technicians have confirmed that the audio levels are lower on the access channel relative to the commercial channels and for a long time have said it is on their list of things to fix. The remedy needs to be completed.

**Government meeting coverage from other jurisdictions.** Besides the Appleton City Council meetings, the local access channel is used to air Brown County Board meetings and the Green Bay City Council. The Cities of Neenah and Menasha have also approached UW-Fox Valley to cover their council meetings. Neenah’s council meetings are held at the same time as Appleton’s. (The school does have enough students to sustain two crews, which would be needed since both Appleton and Neenah hold city council meetings on the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday at 7 pm. Neenah’s agreement requires carriage of its meetings live.)

## Regional PEG franchise requirements

Some area jurisdictions require Time Warner to provide public access television production facilities for its residents, others require Time Warner to cablecast its local programming on the PEG/LO access channel, still others simply receive local access channels. The table below summarizes PEG requirements for communities served by Time Warner’s Northeastern Wisconsin Division. Based on the jurisdiction’s location, some franchise agreements designate the Green Bay studio and others, like the Cities of Neenah & Menasha agreement, designate the Kimberly studio. The studio each jurisdiction may use is listed in column three as Green Bay, Kimberly, or None.

Jurisdictions receiving cable channels 2 and 4 <sup>65</sup>		
Jurisdiction	Agreement requires ability to use an access channel	Agreement requires access to a production studio
City of Green Bay	•	Green Bay
Town of Hobart		<i>None</i>
Town of Pittsfield	•	Green Bay
Town of Oneida		<i>None</i>
Town of Suamico		<i>None</i>
Little Suamico		<i>None</i>
Village of Howard	•	Green Bay
City of Seymour	•	Green Bay
Town of Osborn		<i>None</i>
♣City of Appleton	•	Kimberly
♣Town of Grand Chute	•	Kimberly
♣Village of Kimberly	•	Kimberly
♣Village of Combined Locks	•	Kimberly
♣Village of Little Chute	•	Kimberly
♣City of Kaukauna	•	Kimberly
♣Town of Center (Mackville)		<i>None</i>
♣Town of Kaukauna		<i>None</i>
♣Town of Vandenbroek		<i>None</i>
♣Town of Harrison		<i>None</i>
Town of Woodville		<i>None</i>
♣Town of Greenville		<i>None</i>
♣Town of Ellington (Stephensville)		<i>None</i>
♣Town of Dale/Medina		<i>None</i>
Town of Clayton		<i>None</i>

<sup>65</sup> All data and information in the table provided by Audrey Niemann, Vice-President, Customer and Government Relations, Time Warner Cable, in a February 15, 2002 e-mail and a letter dated March 5, 2002.

♣Town of Winchester		None
Village of Stockbridge		None
Town of Stockbridge		None
♣Town of Buchanan		None
♣Village of Sherwood		None
♣Village of Wrightstown	•	None <sup>66</sup>
♣Town of Holland		None
Town of Brillion (Forest Junction)		None
Village of Hilbert		None
♣Town of Freedom		None
♣Town of Vinland		None
♣City of Neenah	•	None
♣Town of Neenah		None
♣City of Menasha	•	None
♣Town of Menasha	•	None <sup>67</sup>

♣Ascertained as being in the Fox City area.

<sup>66</sup> Franchise agreement provides for a government access channel.

<sup>67</sup> The Franchise agreement requires Time Warner to play government programming on an access channel only as space allows. The Town wants its meetings cablecast on an access channel if they choose to tape the meetings.

**PEG operating support and capital grant recommendations**

The cable television needs assessment reveals varying levels of interest in public, education, and government access, generally corresponding to the type of organization. Non-profit organizations were most likely to prioritize public access (although most felt strongly about educational and government access as well), educational institutions were most likely to prioritize educational access and government organizations were most likely to request support for government access.

The chart below shows how all organizations rated PEG operating and capital support. A single number in a column indicates the same priority for both operating and capital support. Two numbers provide the rating for operating first and capital support second.

<b>PEG Operating and Capital Support Priorities</b>			
<b>Requester</b>	<b>Public access Operating &amp; Capital support (priority level)</b>	<b>Educational access Operating &amp; Capital support (priority level)</b>	<b>Government access operating and capital support (priority level)</b>
<b>Educational institutions</b>			
ACES	-	2	8
Appleton Area School District	-	6/1	-
Fox Valley Lutheran High School	-	2	-
Fox Valley Technical College	-	3	-
Lawrence University	5	1	5
<b>Governmental organizations</b>			
Appleton Public Library	-	-	1/3
City of Appleton Assistant to the Mayor	-	-	2/3
City of Appleton Economic Development Department	-	-	5
City of Appleton Finance, Health, Human Resources	-	-	-
City of Appleton Fire Department	-	-	2/3
City of Appleton Information Services	-	-/12	9/11
City of Appleton Parks and Recreation Department	3/6	3/6	3/6
City of Appleton Planning Department	-	-	5
City of Appleton Police Department	-	-	5/1
City of Appleton Public Works	-	-	1
City of Appleton Transit	-	7/5	7/5

Department			
City of Appleton Utilities	-	-	1
Outagamie County	-	-	3
Non-profit organizations			
Affinity Health Systems (St. Elizabeth’s Hospital)	2	-	-
“Everybody’s Business” cable access program	1	-	5
Appleton Housing Authority	1	1	1
Boys and Girls Club of Fox Valley	1	-	5
Downtown Rotary Club	1	1	1
Fox Cities Chamber of Commerce	1	1	1
Fox Cities Children’s Museum	1	1	1
Fox Cities Convention and Visitor’s Bureau	1	1	1
Fox Cities Performing Arts Center	1	1	1
Gold Cross Ambulance	2	-	-
Harbor House	1	-	5
Outagamie County Historical Society	2	1	1
ThedaCare (Appleton Medical Center)	2	-	-
Thompson Community Center	9/2	-	-
United Way – Fox Cities	1	-	5

**Educational access support**

Ascertainees requesting educational access funding generally did not suggest a specific monetary amount. The concern was to acquire equipment needed to complete the production work desired and to replace that equipment at the end of its useful life. Investment in production resources has already been made by several educational institutions. The AASD high schools and UW-Fox Valley have television production studios, single camera field equipment and post-production facilities. The Fox Valley Technical College has single camera field equipment and post-production facilities. Nevertheless, or perhaps because of this investment, five educational institutions, AASD, FVTC, Lawrence University, Fox Valley Lutheran High School, and ACES, asked for funding to support equipment purchases.

- AASD requests portable digital field cameras and post-production equipment
- FVTC requests funding to assist in the development of a studio and playback area for a dedicated channel.
- Lawrence University requests access to a portable multi-camera system for covering events.

- Fox Valley Lutheran High School and ACES request access to field equipment, post-production facilities, and portable multi-camera systems

AASD and the parochial schools suggest that the channel be managed by an educational access coordinator, whose salary compensation would be set at \$60,000.

- ✓ Video equipment could be checked out and returned to an agreed upon location(s). Portable studio equipment would be made available to cover performances. Since these events are normally planned far in advance, a schedule could be determined at the start of the year that would be fair to all schools.
- ✓ Equipment could be kept for an extended period of time (several weeks) at each interested school, allowing a short course to be developed around the use of the equipment.
- ✓ Certain equipment might be kept at a particular location. For example, it would be easy for Fox Valley Lutheran High School equipment users to go to North High School to use editing equipment.

Fox Valley Technical College requests its own access coordinator.

### **Government access support**

The local government jurisdictions surveyed, the Cities of Neenah and Menasha require:

- A studio to produce professional training videos and public information pieces.
- Live call-in capability. Studio talk shows could be produced that allow residents to call in questions.
- Single-camera field production equipment to cover community events and shoot descriptive field footage, including training sessions. The Fire Department requested dedicated field cameras. The Public Works Department is interested in producing informational programs and PSA's about development issues, policies and regulations regarding building inspections, permits for projects, traffic conditions during large public events, public education efforts re sewer usage (grant funded), emergency communications, alderperson communications.
- A message board for public notices. The Public Works Department would use it to post notices about road construction progress, snow plow schedules, fire hydrant flushing, holiday garbage collection, and leaf collection schedules
- Post-production equipment to edit field footage from event coverage and for informational programs.
- Multiple camera systems to cover meetings, public forums, and community events.
- A government access coordinator to provide assistance with program production and make use of the channel possible.

**Non-profit organizations and current access producers:** The non-profit organizations would like to see public access television supported in ways it has not been supported in the past. Organizations view public access television as having a great deal of potential to assist non-profit health and social service agencies in promoting themselves to the public and educating residents about the needs in the community and the services available. Efforts to publicize community resources are difficult for non-profits, which generally have insufficient marketing budgets. Public access television is a natural match for this work. Organizations want:

- A sophisticated studio
- Sophisticated post-production equipment
- Multi-camera portable equipment for event and meeting coverage
- Portable single camera field equipment
- Live capability

The health organizations would like to rely on a sophisticated facility to augment its professional grade field equipment and would be willing to pay a low-cost fee for the use of such a facility.

### **Recommendation**

**Regional facility.** It is recommended that a regional approach to a PEG facility be taken, much like the Time Warner Kimberly facility currently, except with sufficient staffing and equipment. In an era of declining State funding for local governments, municipalities have been encouraged to consolidate services in an effort to gain efficiencies and improve service. A regional PEG facility would be in line with this emerging municipal trend. A regional PEG facility would enable municipalities and educational institutions to combine their financial resources to generate savings against the alternative of independently managed facilities and would allow for a scale of operation that would afford a level of community service not possible in any other scenario. Currently, the Time Warner Kimberly facility fails to meet the communications needs of the community as outlined in the cable needs assessment and is not charged with the mission of meeting those needs or provided the funding necessary to succeed in such a mission. Initial steps have been taken towards this goal through the joint negotiating effort of the Cities of Appleton, Neenah and Menasha for the renewal of the cable franchise agreement with Time Warner. All three cities have also done preliminary investigation of sponsoring a regional PEG facility, perhaps at UW-Fox Valley.

**The facility could serve regional non-profit organizations and residents of the Fox Cities area.**

**The facility could serve educational institutions in the area:**

- Appleton Area School District (which serves the City of Appleton as well as the Town of Harrison, portions of the Town of Buchanan, Village of Little Chute, Town of Grand Chute, and the Town and portions of the City of Menasha.)

- Neenah Joint School District
- Menasha Joint School District
- Lawrence University
- Fox Valley Technical College (which serves a five-county area, including all or parts of Outagamie County, Waupaca County, Winnebago County, Calumet County, and Waushara County.)
- Cities of Appleton, Neenah & Menasha parochial schools (and perhaps any additional parochial schools located in the Fox Cities service area)
- UW Fox Valley (by providing students with internships)

**The facility could serve governmental jurisdictions in the area.** There are multiple jurisdictions in the Fox Valley served by Time Warner that might use a government access channel. In addition, there are regional entities, such as Outagamie County, Winnebago County, Calumet County, and the East Central Regional Planning Commission, that would likely use such a channel and facilities.

According to UW-Fox Valley, the City of Neenah would also benefit, as it is talking with the college about live coverage of its council meetings. More research would need to be done to determine which other localities would be interested in using the facility. In addition to these jurisdictions, several more have agreements with Time Warner to provide studio facilities. They are: the Cities of Kaukauna and Menasha, the Towns of Neenah and Menasha, and the Towns of Grand Chute, the Villages of Kimberly, Combined Locks, Little Chute, and Wrightstown. These jurisdictions are more likely to be interested in using equipment out of a Fox Valley Access Center. Several Counties could also become interested.

## **Management**

**Non-profit incorporation.** The facility should be incorporated as a non-profit organization with its mission to be to encourage the use of the public, education, and government access channels for communication throughout the Fox Valley.

**Board of Directors.** A working Board of Directors would be formed to make general policy for the organization and to act as a board of appeals. The Board would also contribute to outreach and fundraising efforts. The Board would be made up of representatives from those institutions and governmental jurisdictions providing a certain threshold of operating support to the facility (see below) and several seats for community representatives, non-profit representation, and facility users. Additional seats could be reserved for specialized expertise, such as an attorney. Additional guidance on developing a Board of Directors is available from many sources.

**Location.** The facility could be located in downtown Appleton. One participant suggested the empty Younkers building as a site. Placing the Fox Valley Access Center in the downtown will attract visitors to the area, draw customers for local restaurants and bars, and contribute to the community flavor of the downtown, which features the new Performing Arts

Center, Outagamie Museum, City Hall, and other public organizations. The Appleton downtown, by tradition, *is* Downtown for the whole Fox Valley area.

**Staffing and its funding.** The regular staff would be composed of three facilitators, one for each type of access, a channel manager/technician, and several part-time volunteer production interns. Each facilitator would be funded by the organizations it serves.

**Educational access coordinator \$55,000/year<sup>68</sup>**

The Appleton Area School District, the Appleton Catholic Education System, and the Fox Valley Lutheran High School initially suggested the idea of an Educational Access Coordinator. In a PEG facility, the educational access coordinator’s duties would be to:

- ✓ Schedule programming on a shared educational access channel,
- ✓ Train users, both teachers and students, in the use of the production facility,
- ✓ Produce, direct, script, and edit programming,
- ✓ Develop and maintain a community bulletin board for the channel,
- ✓ Manage production assistants working on educational programs,
- ✓ Promote the use and viewing of the channel by doing outreach to schools and the community.
- ✓ **Funding:** Joint funding by all participating educational institutions.

**Government access coordinator \$55,000/year**

City of Appleton departments frequently mentioned that personnel support is needed if they are to use a government access channel to communicate with the public. The government access coordinator’s duties would be to:

- ✓ Schedule programming on a shared government access channel,
- ✓ Assist governmental agencies with developing program ideas,
- ✓ Produce, direct, script, and edit some programming,
- ✓ Develop and maintain a community bulletin board for the channel,
- ✓ Manage production assistants working on educational programs, and
- ✓ Promote the use and viewing of the channel by doing outreach to governmental jurisdictions and the community.
- ✓ **Funding:** Funded from 1% of franchise fees collected from all participating local jurisdictions.<sup>69</sup>

<sup>68</sup> All amounts include benefits.

**Public access coordinator**

**\$55,000/year**

The public access coordinator would provide service to residents, volunteers for non-profit organizations, and non-profit organizations. Duties would be to:

- ✓ Assist organizations in developing program ideas,
- ✓ Schedule programming on a shared public access channel,
- ✓ Develop and maintain a community bulletin board for the channel,
- ✓ Train residents, including non-profit organization volunteers,
- ✓ Manage production assistants working on non-profit organization programs, and
- ✓ Promote the use and viewing of the channel by doing outreach to non-profit organizations and the community.
- ✓ **Funding:** Funded from 1% of franchise fees collected from all participating local jurisdictions.

**Technical Manager**

**\$55,000/year**

The technical manager would manage day-to-day operations of the center. Duties would be to:

- ✓ Implement the playback schedule on all three channels,
- ✓ Provide some engineering assistance, equipment maintenance and minor repairs,
- ✓ Manage equipment reservations and check in and check out,
- ✓ Provide technical assistance to users,
- ✓ Assist with production work as needed, and
- ✓ Work with Time Warner to resolve technical issues.
- ✓ **Funding.** Funded by Time Warner in lieu of no longer needing to provide access services out of the Kimberly facility.

**Part-time production assistants – High school and college interns**

Production assistants would assist users with use of the equipment, provide technical assistance on studio productions, and assist with inputting information onto the Community Bulletin Boards on the three channels. Should funding be available, one or more of these positions might be developed into a paid internship.

**Other staffing scenarios.** There are other ways to divide the work of the facility besides the way described above. For example, one coordinator might be primarily responsible for

<sup>69</sup> The City of Appleton pays \$16,000/year for coverage of Council meetings. This allocation would end under this scenario.

training, another coordinator might be primarily responsible for the community bulletin boards of the channels, and another coordinator would be responsible for outreach and promotion. Each coordinator would still be dedicated to one of the three types of access for programming development.

## **Facility Operations and support**

### **Facility operating costs (non-personnel): \$30,000/year (estimate)**

Research would be required to determine a likely figure for lease of a facility (or purchase), utilities, office supplies, books and magazines, memberships, production supplies, and a travel budget. This amount may also be supportable from the 1% franchise fee kicked in from all participating jurisdictions.

Other funding sources could be developed including:

**Green Bay broadcast affiliates.** The Green Bay broadcast affiliates may be interested in either using government meeting and other community event footage or using the production or post-production facilities occasionally when doing stories in the Fox Valley. If the Fox Valley Access Center is equipped well, an agreement might be worked out with the affiliates for a yearly sum that could go toward support of the facility. For more about this idea, please see Tom Frantz, UW-Fox Valley.

**Non-profit organizations.** Depending upon the complexity of the project and the amount of staff time used to complete a production, non-profit organizations may be more than willing to underwrite some program production costs, rather than turn to a commercial production house for its programming. The health organizations expressed a willingness to do so.

**County support.** The financial scheme could include contributions from the Counties using the facility to cover its meetings.

**Memberships.** PEG facilities frequently require memberships in order to use the facility. These memberships could be required of all non-profit organizations and residents using the facility. Non-profit organizations might either pay a flat fee or join at various levels, depending upon the amount of service desired or the size of the organization's budget or membership.

**Training fees.** PEG facilities frequently charge for training. A variety of classes could be offered ranging from introductory studio to advanced post-production.

**General fundraising.** PEG facilities frequently sponsor fundraising activities that not only make money, but raise the facility's profile in the community. Live on-air auctions and telethons are two ways the channels can be used to raise funds on an annual basis.

## **Capital equipment grant**

Additional research into the specific costs of such a facility is required. UW Fox Valley Prof. Thomas Franz has provided a cost estimate to the three communities for televising the three common council meetings, involving equipment beyond a studio discussed below. A copy of that proposal is attached as Appendix 3. The capabilities of the facility will depend, in part, how many jurisdictions agree to participate. More equipment will be required to meet the needs of more jurisdictions. The table below suggests funding a studio and playback area fully

and limiting the number of field kits for single camera and multi-camera productions and investing in only one editing suite.

The capital grant suggested, \$400,000, would be paid in year one, but funded over a three -year period with an additional fee on cable bills. The amount of this fee, if funded solely by Cities of Appleton, Neenah & Menasha subscribers (approximately 32,000 subscribers) would be approximately \$0.26/subscriber/month. Beginning in year 4, the capital funding would be \$50,000, an amount that would increase based on the GNP/PI to allow the amount to keep pace with inflation. Cable subscribers' contributions would decrease to \$0.14/subscriber/month plus any increase due to inflation. If additional localities signed on to the Fox Valley Access Center, the amount per subscriber would decrease accordingly. An alternate plan would fund the facility based upon a fee developed as a proportion of franchise fees.

**Suggested capitalization of the Fox Valley Access Center**

<b>Capital need</b>	<b>Budget</b>	<b>Notes</b>
Studio	\$150,000	Three camera studio/control room with lighting grid.
Field equipment	\$20,000	Three field kits, one for each type of access. Should use warrant, kits can be upgraded and increased in number.
Multi-camera portable equipment	\$70,000	One portable three-camera set-up to accommodate off-site televising where robotic cameras are not available.
Non-linear editing suite	\$20,000	One set-up. Additional space can be reserved for additional units should the need arise.
Playback	\$45,000	Three channels with multiple decks for each channel, automatic cablecast system, Infochannel software for on-air graphical message board, modulators, monitors, related audio equipment.
Office equipment	\$20,000	Computers, furniture.
Facility configuration	\$75,000	Any building chosen will require remodeling to suit the needs of a facility.
<b>Total</b>	<b>\$400,000</b>	Year 1
	<b>\$50,000</b>	Year 4 and each succeeding year (increased by GNP/PI)

## Live program origination

### Requesters

In the Appleton Needs Assessment, a total of 19 respondents prioritized live origination capability. Eleven gave live origination a priority of 5 or higher. They are: Appleton Area School District, Appleton Public Library, Boys and Girls Club, Mayor’s Office, Fire Department, Transit Department, Fox Valley Technical College, Harbor House, Outagamie County, Thompson Community Center, United Way Fox Cities. In addition, both administrations in Neenah and Menasha have indicated a strong desire to begin live programming of Neenah and Menasha government meetings necessitating live origination from the Menasha and Neenah City Halls. Additional live programming would be desirable at the Neenah and Menasha Joint School Districts.

Eight survey respondents ranked live program origination a priority 6 or lower. They are: Appleton Catholic Education System (ACES), Appleton Housing Authority, Information Services, Parks and Recreation, Police, Fox Valley Lutheran High School, Lawrence University, Outagamie County Historical Society,

### Origination sites

Appleton Survey respondents suggested 23 locations for live origination. Besides municipal locations, the Neenah-Menasha interviews identified one additional location for live origination. The number of requesters reflects the actual number of people who agreed on these locations.

Location	Number of requests
City of Appleton Council Chambers	16
Fox Cities Performing Arts Center	14
Appleton Public Library	9
County Board meeting room	9
Fox Valley Lutheran High School	8
Xavier High School (ACES)	7
AASD North High School	7
AASD East High School	7
AASD West High School	7
Public access studio facility	6

Fox Valley Center Hearthstone – historic site	3
Thompson Community Center (Ogilvie Hall)	2
County Emergency Operations Center	2
St. Joseph’s Middle School (ACES)	2
Lawrence University Memorial Chapel	2
City of Appleton Information Services Department	1
Fire Station #6	1
Police Station	1
Fox Valley Technical College	1
All public middle and elementary schools	1
AASD Morgan Administration Building	1
St. Elizabeth’s Hospital	1
Appleton Medical Center	1
Neenah-Menasha YMCA	1

The following are specific needs to the Neenah and Menasha areas:

**Council Chambers.** Live coverage of Neenah and Menasha Common Councils and other government meetings, including the Plan Commission. Live call-in public forums and interview shows.

**Other Governmental Sites:** Neenah and Menasha Public Libraries and the Neenah Police Department Community Room. Various public and community meetings.

**Schools.** Upstream capability from the following schools is needed to originate programming and information from each educational institution taking part in the educational access channel collaboration. Live origination is needed at the following sites:

1. **Neenah & Menasha Area School Districts** (2 high schools & 2 Administration Buildings)
2. **Caulder Stadium, Menasha**
3. **St. Mary’s Catholic High School**
4. **UW-Fox Valley**
5. **Fox Valley Technical College**

UW-Fox Valley may contribute programming. The School Districts, at minimum, need the District Administration Buildings and all high schools to have live origination capability for cablecast of student produced programs, sports, and events. Fox Valley Technical College requires origination capability to program the lion's share of the educational access channel.

**Theda Clark Hospital.** The hospitals offer many seminars that could be presented live on various health topics. Since improving the health of area residents was named a priority in the L.I.F.E. Study, live coverage of these seminars would perform a needed public service.

**Public access studio facility.** The current studio has the technical ability to go live now, but Time Warner does not allow producers to use it. Live capability would enable non-profit organizations to produce talk shows that could take questions from viewers, thereby tailoring the information in the program to the people who are listening to it. Live capability would have the result of energizing the simple interview format and making it far more meaningful to viewers.

## Equipment grants

### Common Council Chambers Televising

#### Videoconferencing facility

#### Emergency Audio/Video Override

### Common Council Chambers Televising

#### Description

In order to provide for the televising of Common Council and other government meetings of the Cities of Menasha and Neenah, the two cities are planning on wiring their council chambers for television production. In order to minimize long term operating cost, and provide for a high quality production, both cities plan on a robotic camera setup. Given the layout of the both Common Council chambers, a 3-camera setup will be required to insure complete coverage of the Mayor, Alderpersons, city department heads and members of the public.

#### Request-Common Council Chambers Televising

The City of Neenah requests a 3-camera setup with associated video editing/switching equipment to enable its Common Council Chambers to be capable of live and tape delayed broadcast of governmental meetings conducted at that location.

**GRANT REQUEST: \$50,000, initial setup; \$5,000 per year for ongoing maintenance of capital equipment**

The City of Menasha requests a 3-camera setup with associated video editing/switching equipment to enable its Common Council Chambers to be capable of live and tape delayed broadcast of governmental meetings conducted at that location.

**GRANT REQUEST: \$50,000; \$5,000 per year for ongoing maintenance of capital equipment**

These requests include the equipment costs outlined by Prof. Thomas Frantz, UW-Fox Valley<sup>70</sup> plus the cost of retrofitting each council chamber to accommodate the equipment.

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<sup>70</sup> See Appendix 3 for details of the UW Fox Valley Proposal.

## **Videoconferencing facilities and equipment**

### **Description**

Videoconferencing technology allows people in one location to interact with people in another for meetings, seminars, and semester-long courses. Connections can be made using data distribution networks, such as fiber optic and ISDN lines, or communication can be via satellite.

Videoconferencing is more popularly known as distance learning when this communications technology connects a teacher (or trainer) in one location with a classroom in another location for live, interactive instruction. The institutional network can be the distribution medium used to connect a teacher with another, relatively distant, classroom.

Distance learning classrooms are often outfitted with three cameras: one trained on the speaker, one pointed down at a document table and one pointed at the classroom. Microphones in the ceiling or at desks pick up audio from the students and another microphone picks up the presenter. Sites can be equipped with a large split screen monitor to show all the other participating sites. The system monitors can be configured to be voice-activated, showing the site from which audio is being picked up. The presenter normally has the capability of rolling in video, slides, computer screens, or printed material. The teacher is able to choose which image to send to the classrooms with the touch of a button. Fax machines augment the set up, enabling students (or employees) to submit homework and receive assignments or tests.

Distance learning is used in various circumstances. In a school setting, distance learning can meet the special needs of students. Through distance learning these students can remain mainstreamed and at their local school, but at the same time get the specialized attention they require. Advanced classes, such as higher level German, can be offered to students over the network, as can remedial classes. Schools are able to avoid the expense, time, and security concerns of bussing and students are able to enjoy an expanded curriculum that otherwise could not be afforded.

In a work setting, videoconferencing brings national or regional seminars to the workplace. The number of work hours expended to attend professional seminars is cut dramatically since travel is not involved. Since employees are gone for shorter periods of time, employers have lower expenses bringing in other workers to cover the hours. Similarly, the cost to attend seminars is also cut significantly since travel costs are not there. Employees are able to attend more training seminars than before, enhancing their abilities and skills.

### **Requestors**

Six survey respondents rated videoconferencing capability a Priority 5 or higher. They are the Outagamie County (its top priority), Appleton Area School District, Appleton Public Library, Finance, Health, Human Services, and Police Departments. In addition, the Neenah and Menasha interviews also identified a significant interest in video conferencing, including the police departments of both Cities, Future Neenah on behalf of Neenah area businesses; Menasha Action Council, on behalf of Menasha area businesses.

### **Current use and future expansion**

*Fox Valley Technical College* offers 70 distance learning courses from 15 distance learning classrooms on six campuses, including the Appleton campus.

The *Appleton Public Library* frequently uses videoconferencing for its OWLS meetings and encourages the City to develop this capability for the public and professional community as academic institutions have in the area.

The *City of Appleton Fire Department* has begun using videoconferencing equipment installed at the six fire stations. Five of the stations (#1 - #5) are equipped with Polycom Viewstation 128, which sends video and audio back to the originating station, Station #6 at 15 frames per second. Each of these stations is also equipped with a monitor and movable carts. Station #6 is equipped with a Polycom VS 4000, also an all-in-one videoconferencing unit, capable of full-motion video at 30 frames per second, which provides good quality images for presentations. Two Sony single chip cameras with remote control capability provide additional coverage of presentations. All signals are routed through the Information Services Department where a sharing device distributes the signal appropriately.

The videoconferencing equipment recently purchased for the Appleton Fire Department has an expected lifespan of approximately five years. Should the system work well, Appleton plans to expand the number of receive sites from five to ten and the number of origination sites from one to three, the other two being the council chambers, where various meetings, including human resources training, could originate, and the Police Department classroom. Similar arrangements will be needed for Neenah and Menasha. The cost for equipment at each receive site is \$6,000. Each origination site, \$10,000. The sharing device, located in the Information Services Department, which distributes the video signal to selected locations, is priced at \$16,000. Funding is requested to cover equipment replacement as needed.

#### **Funding: \$15,000 per year**

The *Neenah and Menasha School Districts* are members of the KSCADE distance-learning network and has one distance learning classroom in each high school. Like the Appleton Area School District, the Districts would like to increase distance-learning opportunities with one additional distance-learning classroom in each of two high schools.

#### **Funding: \$80,000**

### **Future applications**

The Cities of Neenah and Menasha have several public meeting sites that might accommodate a videoconferencing facility, according to survey respondents, who would like to use the videoconferencing to participate in professional seminars, meetings, and semester-long courses.

In addition to city employees, the general public could use these city videoconferencing facilities for meetings. The general public could also participate in city-sponsored "town meetings" at sites nearer home. The resulting exchange could be cablecast on the government access channel.

In addition to the fire stations, survey respondents suggested the following sites for videoconferencing.

<b>Location</b>	<b>Seating capacity</b>	<b>Capability/Applications</b>
Neenah Council Chambers	120	Satellite downlink
Menasha Council Chambers	90	Live interface with government access channel
Neenah and Menasha Public Library Community Rooms	125 each	Participation in Fox Valley Technical College "Interactive Television" courses
Neenah Police station Community Room	40-60	Open to public groups.
Menasha Senior Center	40-60	Open to public groups

## **Emergency audio/video override**

### ***Description***

Emergency audio/video override typically allows a municipality to override all programming on a cable system with a spoken message. A designated public safety official dials a certain phone number, punches in a code, and causes all channels to go black. The caller is able to speak and be heard on all channels, normally for a maximum of two minutes. After that time, all channels go back to their regularly scheduled programming. The message can ask cable viewers to check their government access channel for more information. These systems are used for serious emergencies such as extremely hazardous weather, boil water orders, and toxic spills.

### ***Application***

Time Warner currently provides this service on all analog channels of the cable system. The Cities of Neenah and Menasha need assurances that the system will also work on the digital tier.

## **Appendix 1 – Community Leaders Interviews Report**



July 12, 2004

Mr. James Godlewski, City Attorney  
City of Neenah  
PO Box 426  
Neenah, WI 54957-0426

Mr. Jeff Brandt, City Attorney  
City of Menasha  
140 Main Street  
Menasha, WI 54952

Dear Mr. Godlewski and Mr. Brandt:

It is our pleasure to provide you with the results of our work for Task 1 of the Cable Television Franchise Renewal Assistance project in which we conducted fifteen interviews with persons selected by both the Cities of Neenah and Menasha ("Neenah and Menasha"). We would like to use this letter to provide you with some key insights from the interviews and full documentation of the interview responses for you to complete your Cable Television Needs Assessment Report.

### **Background**

Fifteen interviews were scheduled by representatives of Neenah and Menasha for the week of June 28, 2004. Three of the scheduled interviewees were ultimately unavailable to meet in person, so those interviews were conducted via telephone and e-mail. The remainder of the in person interviews were held at the Neenah City Hall to economize on time and costs.

It is our understanding that Neenah and Menasha plan to use the information gathered in these interviews, along with the written analysis of the survey results and other information you have gathered, to develop your own Cable Television Needs Assessment Report. We understand you will then begin your cable franchise negotiation process.

### **Key Insights from Interviews**

Each of the departments, businesses, and organizations interviewed expressed their current and future needs for cable television services. Several were unaware of the technologies that might be available to them and how to possibly access or implement them. Many noted that they had not had regular contact from Time Warner cable television representatives, and were unaware of the levels of service and technologies offered by their current providers for voice, video, and data services.

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Mr. James Godlewski, City Attorney  
City of Neenah

Mr. Jeff Brandt, City Attorney  
City of Menasha

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Some of the key insights from the interviews include:

- There is a need for all of the public safety departments in both communities (Police, Fire, and Sheriff) to have regular communications and sharing of data and information. Connectivity between these entities was noted as important. Currently, they are part of a regional contract with FoxComm for dispatching, cellular, and wireless access to laptop services. FoxComm is a cooperative venture formed by the Cities of Neenah and Menasha, along with other neighboring municipalities, Winnebago County, and the Winnebago County Sheriff's Department for discounted services.
- The majority of Neenah and Menasha departments and all of the business communities interviewed are interested in video conferencing, virtual meetings, and interactive video staff training. The business communities in Neenah and Menasha are already actively using these technologies as part of their day-to-day operations.
- Many of the departments in Neenah and Menasha cited a need and desire to produce more or to begin producing video programming on cable access.
- Many of the external agencies, such as the schools, also have a desire to provide video programming on cable access.
- Neenah and Menasha have fiber networks that are used to connect locations together.
- There are two locations in Neenah that are not on the fiber network and use Time Warner's Roadrunner service for connectivity to the City network.
- Most of Neenah and Menasha departments interviewed have a free cable connection available from Time Warner, but many do not use it or have a television connected to it.
- The Neenah Police Department would like to develop the ability to have officers give video testimony to the court in Oshkosh.
- Electronic or online commerce (e-commerce) is a vital part of many of the businesses in Neenah and Menasha, and many of Neenah and Menasha's departments are beginning to explore e-commerce.
- Competition does exist for local and long distance telephone services.
- Time Warner faces competition from several providers for Internet access service in Neenah and Menasha.
- The two public libraries, one in Neenah and one in Menasha, do not use the connections to Time Warner cable television, nor is any programming produced to air on the cable access channel at this time.
- A desire was expressed by Neenah and Menasha to begin to televise public meetings and to have more local programming and information on cable access. It was also noted that the possibility of more than one access channel could be explored.

Mr. James Godlewski, City Attorney  
City of Neenah

Mr. Jeff Brandt, City Attorney  
City of Menasha

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- Menasha would like to see more targeted emergency alert capability on the cable system so that specific areas of the City can be notified.
- The business community also noted that there is an interest in having the public meetings in both Neenah and Menasha on cable access and would also like to see more government information posted online.
- Many of the businesses in Neenah and Menasha are heavily reliant on advanced voice, video, and data products and services. Several of those interviewed, however, are not familiar with Time Warner's products and services.
- Several of those interviewed from Neenah and Menasha's departments also indicated limited contact from Time Warner and unfamiliarity with the products and services.
- The school representatives interviewed are very interested in services that Time Warner could possibly provide, such as interactive classrooms, distance learning, and home schooling capabilities.
- All three school districts interviewed would like more information on the Cable in the Classroom project that Time Warner and other cable companies participate in.
- The Neenah-Menasha YMCA is very interested in exploring video programming for cable access and would consider creating an access center or a community media center to create video programming for public, educational, and governmental (PEG) access.

#### **Conclusions on Interviews**

Based on the interviews conducted, there are several conclusions that can be made regarding the information received:

- It appears that Neenah and Menasha might wish to consider negotiating with Time Warner for more PEG access channels to accommodate the plans expressed in the interviews. Currently, all of the local governments and organizations share a single access channel on a regional basis. As Neenah and Menasha move forward in televising their meetings and public information, one channel may cause difficulty in scheduling and televising on a timely basis.
- Neenah and Menasha may wish to examine whether there would be any issues with government programming sharing the same channels with public access or educational access programming.
- Many of the interviewees indicated little to no contact is received from Time Warner on a regular basis, and also several indicated a need for Time Warner to provide information on products and services.
- Of the majority of those interviewed from Neenah and Menasha departments, a number of businesses and community organizations indicated that they need some sort of education on the technologies available and what products and services exist to meet technology needs.

Mr. James Godlewski, City Attorney  
City of Neenah

Mr. Jeff Brandt, City Attorney  
City of Menasha

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Summaries of all of the interviews conducted with departments and agencies of Neenah and Menasha are attached as Exhibit A. Summaries of all of the interviews conducted with the businesses, a health care provider, the schools, and community organizations in Neenah and Menasha are attached as Exhibit B.

Sincerely,

VIRCHOW, KRAUSE & COMPANY, LLP



Cheryl L. Pasalic, Senior Consultant

CLP/jas

Attachments:  
Exhibit A – Internal Needs Interview Summaries  
Exhibit B – External Needs Interview Summaries

c: Thomas Asp

**Exhibit A**

**Internal Needs Assessment Interview Summaries**

**Exhibit A**

**Internal Needs Assessment Interview Summaries**

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During the week of June 28, 2004, six interviews were conducted representing seven internal city departments and their staff to determine future cable-related needs and interests for the next several years. Listed below are summaries of these interviews.

**City of Menasha Police Department – 430 1st Street, Menasha, WI 54952**

- The Police Department has 39 full-time, two part-time employees, and eight seasonal Community Service Officers (CSOs).
- There are four satellite or field offices in the area: Menasha High School; Maplewood Middle School; Winnebago County District Attorney's Office in Oshkosh; and the Lake Winnebago Metro Enforcement Office in Neenah.
- The primary functions of the Police Department are to carry out the laws enacted by the City Council and the State of Wisconsin and to ensure public safety.
- Other departments and agencies that the Police Department has frequent contact with include: local law enforcement agencies in the Fox Valley area; Menasha Public Works; and the Menasha Schools.
- The Police Department is part of the radio and dispatching systems through the Winnebago County Sheriff's Department. They have recently expanded to a four county system.
- Time Warner cable service is active at the Police Department headquarters, but have no opinion on the services and support offered by the cable provider.
- The Police Department currently uses the following: high speed data; e-mail; Internet access; telephone services; public, educational, and governmental (PEG) access video origination; and wireless Internet/data access via laptops in the squad cars. They anticipate the need and future use of: video conferencing; teletraining/interactive staff training; distance learning; and geographic information system (GIS) access in squad cars (within the next year).
- "Everybody's Business" is a crime prevention program that the Police Department produces with staff and volunteers from the community that airs regularly on the single public access channel shared by several area communities. The show is taped at the Time Warner studio with the assistance of Time Warner staff.
- There is fiber connectivity to the Winnebago County Sheriff in Oshkosh and the Police Department uses the Menasha Utilities system for Internet access. There is also some need for connectivity to the schools, especially the liaison offices located in the schools.
- Future plans for voice, video, and data applications include: video conferencing; interactive staff training; distance learning; GIS; and more wireless access.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); video conferencing and remote interactive video training; wireless Internet; e-commerce; and fiber or wireless connectivity to other locations.
- The Police Department uses SBC for telephone service and US Cellular for cellular phone service. Their Internet access is provided by Menasha Utilities.
- The CAD/records system is provided through the County via Printrac.
- They are very comfortable that their future telecommunications needs will be met effectively and economically by their current providers.

- While there are no immediate plans to install or lease any outside cable or fiber optics, the need is anticipated for doing so in the next five years.
- Information is disseminated to the public via: local radio and television; local PEG access; local newspapers; City Watch (dials resident homes in an emergency); and emergency alert on the cable system (Menasha, Neenah, Appleton and possibly others all share same notification system).
- Databases that the Police need access to include: the other three counties in the four county system; State of Wisconsin and federal databases via the Internet; and the City Intranet.
- The Police Department formerly had a Web site of their own, but now are a link on the City Web site.
- The Police would like to make further use of the cable access channel to disseminate information and alerts, and use a bulletin board type of announcement system on a government access channel. Right now, there is only one shared access channel for use by numerous communities.

**Neenah-Menasha Fire Rescue – 125 E. Columbian Ave., Neenah, WI 54956**

- The joint department was formed in January of 2003 when the Neenah Fire Department and the Menasha Fire Department consolidated.
- There are 68 full-time employees and one part-time employee.
- There are three fire stations in addition to the headquarters. There are two in Menasha and one in Neenah.
- The primary function of the department is fire operations and rescue calls as well as fire prevention and education.
- The departments and agencies that they have the most frequent contact with are: the Police departments; the Public Works departments; and the State of Wisconsin Department of Commerce.
- The department has Time Warner cable television service at their locations, but are not sure of the satisfaction with the services and support offered.
- The Fire Department currently uses the following: high speed data; e-mail; Internet access; and telephone services. They anticipate the need and future use of: video conferencing; teletraining/interactive staff training; public, education, and government (PEG) access video programming; distance learning; and geographic information system (GIS) access in their vehicles.
- They already have fiber connectivity to all fire stations and Neenah's network via the fiber system installed by the City.
- The applications currently used and planned for the future will require higher speeds and greater bandwidth than T-1.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); video conferencing and remote interactive video training; wireless Internet; fiber or wireless connectivity to other locations; and wireless phone capability beyond cellular.
- The Fire Department is part of the City of Neenah's telephone system and contract with TDS Metrocom for local and long distance telephone, US Cellular for cellular service, and WiscNet for Internet service.
- The Fire Department is somewhat comfortable that their future telecommunications needs will be met effectively and economically by the current providers.
- The department does have plans to install or lease outside cable or fiber optics in the next five years.
- Information is disseminated to the public via local radio and television stations, the local newspapers, and the City of Neenah newsletter.
- Currently, the department has desktop access to Neenah and County records, but need wireless access to GIS and database information in their vehicles when they are involved in a situation.
- The Fire Department has their own Web site at [www.nmfire.org](http://www.nmfire.org) and a link on the Cities' Web sites.
- The department is interested in doing additional public education efforts and that may include producing video programming to air on PEG access.

**City of Neenah Police Department – 2111 Marathon Avenue, Neenah, WI 54956**

- There are 49 full-time, four part-time, and six to seven seasonal employees.
- There are three other locations in addition to the headquarters location. There is one location at the high school, one between the two middle schools, and the Metro Enforcement Group (MEG) location on the South side of Neenah.
- The primary function of the department includes community oriented policing along with youth programming, problem solving, crime prevention, and public education.
- The departments and agencies that they have the most frequent contact with are: the other law enforcement and fire agencies in the Fox Valley area; the Sheriff's Department; the State of Wisconsin Department of Social Services; the District Attorney; and the Police Chiefs' Association.
- The Neenah Police Department has multiple joint agreements for telecommunications services. These include: a cellular contract in conjunction with the Cities of Neenah and Menasha, Menasha Utilities, the Neenah Joint School District, and the County; and the radio system, computer aided dispatch (CAD), and records via the Sheriff's Department and FoxComm. FoxComm is a cooperative venture formed by the Cities of Neenah and Menasha, along with other neighboring municipalities, Winnebago County, and the Winnebago County Sheriff's Department for discounted services.
- The department has Time Warner cable television service at most of their locations, but are unsure whether the service is available at the MEG unit location.
- The Neenah Police Department currently uses the following: high speed data; e-mail; Internet access; telephone services; PEG access video origination; and wireless access to laptops in squad cars via FoxComm. They anticipate the need and future use of: security services; video conferencing; teletraining/interactive staff training; additional PEG access video programming; distance learning; and geographic information system (GIS) access in their vehicles.
- The applications currently used and planned for the future will require higher speeds and greater bandwidth than a T-1 line, especially for GIS and other planned applications.
- There is a need for a virtual private network (VPN) to the three remote locations and greater wireless connectivity to vehicles.
- Future plans for voice, video, and data applications include: video testimony to court in Oshkosh to eliminate officers leaving jurisdiction; video conferencing and interactive video training; PEG access video programming for public education; integration of voice, video, and data out in the field to increase portability; connectivity for data to remote locations; improved security at remote locations; and access to State records and the time system.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); video conferencing and remote interactive video training; wireless Internet; e-commerce; and fiber or wireless connectivity to other locations.
- The current providers used are: TDS Metrocom for local and long distance telephone service; FoxComm service for wireless access in the vehicle laptops; and WiscNet is the Internet service provider (ISP) for their offices.

- The Police are only slightly comfortable that the future needs for telecommunications services will be met effectively and economically by the current providers.
- The department does have plans to install or lease outside cable or fiber optics in the next five years.
- Information is disseminated to the public via local radio and television stations, the local cable access channel, the local newspapers, the TriComm newsletter, the emergency alert on the cable system, and the City of Neenah newsletter. Both the Neenah and Menasha Police Departments participate with the TriComm group in producing the "Everybody's Business" cable access show on crime prevention and other safety matters.
- The department needs to access the following records or databases: the Department of Social Services (DSS) records; the County Assessor's records; property tax records; and peddler permit records.
- Currently, the department has a link off of the City's Web site at [www.neenah.gov](http://www.neenah.gov).

**Neenah Public Library and Menasha Public Library** – Neenah – 240 E. Wisconsin Ave., PO Box 569, Neenah, WI 54957-0569 and Menasha – 440 1st St., Menasha, WI 54952

- There are 12 full-time and 19 part-time employees in the Neenah Public Library. There are approximately 8 full-time and 15 part-time employees in the Menasha Public Library.
- There is one library location in each City.
- Both libraries are members of the Winnefox Library System in five counties with 25 libraries. Each library's service territory is assigned by the State and encompasses more than just each City's limits.
- The purpose of both libraries is to provide up-to-date and popular materials to the public at reasonable cost. Both libraries are highly used and well funded as well as serving as local reference centers and local centers for children's literature and materials.
- The other departments or agencies that both libraries contact most frequently include: both local school districts; the Park and Recreation Departments in the Cities; and most City departments in both Neenah and Menasha.
- Beyond blanket contracts through their respective cities for telecommunications services, both libraries subscribe to the Winnefox Automated Library services (WALS) for all of their computer services. The cost is approximately \$100,000 per year for the Neenah Public Library and \$75,000 for the Menasha Public Library.
- While there is a connection for Time Warner cable television service at the Neenah Public Library, they do not make usage of it. They are unsure if there is a Time Warner cable television connection in the new Menasha Public Library or if it is used.
- Both libraries currently use the following services: high speed data; e-mail; Internet access; security services; and telephone services. The Neenah Public Library also anticipates future use of the City's Intranet.
- Both libraries are directly connected via fiber optics using the Menasha Utilities fiber system.
- The Neenah Public Library would like to have a direct connection to all of the schools in Neenah. The Menasha Public Library already has connectivity to all of the schools via the Menasha Utilities fiber system and is placing some of the school's computers and equipment at the Menasha Library so students can access their school accounts from there.
- Future plans for voice, video, and data applications include growth of Internet based services for both libraries and continued development of voice over Internet protocol (VoIP) telephone services for the Neenah Public Library – they are part of the City's VoIP phone system.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); wireless Internet; and fiber or wireless connectivity to other locations.
- The current providers used by the Neenah Library are: TDS Metrocom for local and long distance telephone service and WiscNet is the Internet service provider (ISP).
- They are somewhat comfortable that their future needs for telecommunications services will be met effectively and economically by the current providers.
- The libraries do not have plans to install or lease outside cable or fiber optics in the next five years.

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- In Neenah, information is disseminated to the public via City newsletters, notices to schools, and the Neenah Public Library electronic sign.
- The libraries buy access to several databases on a nationwide basis, and there have been some occasional issues with licensing, such as allowing only residents of a certain area to have access at their home library for genealogy information.
- Both libraries have their own Web sites and links to them on their respective City's Web site. The Neenah Public Library site is [www.neenahlibrary.org](http://www.neenahlibrary.org) and the Menasha Public Library site is [www.menashalibrary.org](http://www.menashalibrary.org).

**City of Neenah Administration – 211 Walnut St., PO Box 426, Neenah, WI 54957-0426**

- There are 250 full-time and 10 part-time employees with some additional seasonal employees.
- There are 15 City buildings and locations in Neenah.
- The departments and agencies that City administration has the most frequent contact with are other local governments in the area; the County; the State of Wisconsin; Federal offices; elected officials (local, state, and federal); and associations and organizations.
- In 1999, the City of Neenah installed a fiber system to connect all of its buildings with the exception of the cemetery and the swimming pool due to cost. Time Warner's Roadrunner service is used to connect to the cemetery and the swimming pool.
- It is believed that the majority of the City's buildings have Time Warner cable television service, but most locations are not utilizing that service at this time.
- Current technology uses include the following: high speed data; e-mail; Internet access; telemetry; security services; telephone services; and geographic information system (GIS) access. They anticipate the need and future use of: video conferencing; teletraining/interactive staff training; PEG access video programming; distance learning; and further development of GIS applications and remote access.
- The City of Neenah is exploring a joint venture with the University of Wisconsin Extension and other area communities to possibly develop PEG access video programming.
- They use speeds higher than T-1 with an all fiber 155 MHz system in place.
- Facilities that the City of Neenah needs connectivity to include the Washington Park facility (season/summer connectivity needed) and the Library for connectivity to the Intranet.
- Future plans for voice, video, and data applications include: video conferencing; PEG access video programming; interactive staff training/virtual meetings; and possible remote handheld device (PDA or computer) capability for inspectors in the field.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); video conferencing and remote interactive video training; wireless Internet; e-commerce; and fiber or wireless connectivity to other locations.
- The current providers for services include: TDS Metrocom for local and long distance telephone service; US Cellular for cellular phone service; and WiscNet for Internet access.
- Those interviewed felt somewhat comfortable that their future needs for telecommunications services will be met effectively and economically by the current providers.
- The City of Neenah does have plans to install or lease outside cable or fiber optics in the next five years.

- Information is disseminated to the public via local broadcast television and radio, local newspapers, the City newsletter, and the City's Web page. They expressed an interest in using local cable access to disseminate more information and to televise their City Council meetings. It was also mentioned that there could possibly be more than one access channel in the future.
- The City of Neenah has two Web sites that residents and others can access – [www.ci.neenah.wi.us](http://www.ci.neenah.wi.us) and [www.neenahgov.org](http://www.neenahgov.org).

**City of Menasha Administration – 140 Main St., Menasha, WI 54952**

- There are 135 full-time and 200 part-time employees.
- There are six buildings that are part of the City operations – City Hall, Library, Heckrodt Reserve, City Garage, Police and Fire Departments, and the Health Department.
- The departments and agencies that they have the most frequent contact with are: the Department of Natural Resources (DNR); the City of Neenah, the Town of Menasha; the Menasha Joint School District; Winnebago County, Housing; and the State of Wisconsin.
- It is believed that the City's buildings may have Time Warner cable television service, but it is unknown what usage there is of that service.
- The current technology uses include the following: high speed data; e-mail; Internet access; telephone services; and geographic information system (GIS) access. They anticipate the need and future use of: telemetry; security services; video conferencing; teletraining/interactive staff training; PEG access video programming; and distance learning.
- The City of Menasha is interested in televising public meetings, Menasha Joint School District meetings, and other school events such as sports, concerts, plays, etc.
- There is a need for higher speeds than T-1 to support plans for video conferencing.
- Facilities and locations that the City Hall needs connectivity to include: the Menasha Joint School District; the Menasha Public Library; the Police Department; and Heckrodt Wetland Reserve. They note the need for potential security connectivity at various sites throughout the City, such as public parking lots, streets, intersections. The City of Menasha would like to see intersections with heavy traffic flow be connected for monitoring purposes and eventually for possible traffic control citations.
- Future plans for voice, video, and data applications include: a desire to televise all public meetings and school events from the Menasha schools, Appleton East schools, Madison Junior High School, and Janet Berry School. Menasha is also in the Appleton School District in addition to the Menasha Joint School District, so they have a need to share information with Appleton as well.
- They also anticipate the need for wireless Internet access and would love to see all homes in Menasha hooked to high speed connections so that they can download and read the City Council meeting packets.
- The City of Menasha would like to see high speed data connections for all homes or televisions.
- Communications needs and uses foreseen in the next five years include: interconnection to other public information (libraries, local government, state government, etc.); video conferencing and remote interactive video training; wireless Internet; e-commerce; telephone system upgrade or replacement; fiber or wireless connectivity to other locations; and online public access to all documents via a high speed connection.
- The current providers the City of Menasha use include: Choice One Communications for local and long distance telephone service; and Menasha Utilities for wireless and Internet access.

- The City of Menasha feels somewhat comfortable that their future needs for telecommunications services will be met effectively and economically by the current providers.
- There are plans to install or lease outside cable or fiber optics in the next five years, and have already installed fiber.
- Information is disseminated to the public via local broadcast television and radio, local newspapers, the City newsletter, letters or mailings to residents; and the City's Web site. There is also an interest in using local cable access to disseminate more information and to televise meetings.
- Databases and records that the City needs access to include: State of Wisconsin criminal records; Winnebago County records; GIS maps; and payroll and budget information.
- The City of Menasha's Web site is located at [www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov).
- It was also noted that in addition to providing access to documents, the City of Menasha needs to better communicate during emergency situations to the entire community and also select target areas in the community. Because of previous emergency situations where they have had to evacuate areas of the City due to chlorine leaks and other company spills, the City would like to have the ability to interrupt the television programs in those areas when these events occur to notify that specific area of the emergency.

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**Exhibit B**

**External Needs Assessment Interview Summaries**

**Exhibit B**

**External Needs Assessment Interview Summaries**

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During the week of June 28, 2004, individual interviews were conducted with nine external representatives from the business community, school districts, health care, and social service agencies. These interviews were held with directors and staff to determine their future cable-related needs and interests for the next several years.

**Future Neenah, Inc.** – 135 W. Wisconsin, PO Box 896, Neenah, WI 54957-0896

- Four full-time and two part-time employees.
- The organization is 21 years old, focuses on economic development and commercial vitality for Neenah, and represents approximately 1,000 businesses.
- This organization does not have Time Warner cable television at their location. They tried cable service and reception was very poor. However, Time Warner's Roadrunner Internet service does work well and is in place in their office.
- The communications needs and uses foreseen for the next five years for Neenah businesses include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement; and fiber or wireless connectivity to other locations.
- Future Neenah is somewhat comfortable that the future telecommunications needs for Neenah businesses will be met effectively and economically by the current providers in the community.
- Many businesses in Neenah have plans to install or lease outside cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: video conferencing (most of the major companies – Kimberly-Clark, Alta Resources, etc.); distance learning; interactive staff training and virtual meetings; advanced data networking (small, medium, and large businesses); and they would like to see the City Council meetings televised on local cable access.
- The types of technical telecommunications support services needed by Neenah businesses include: training on technology; the ability to increase and improve infrastructure; and to have economic pricing available for services.
- Current providers most commonly used are: AT&T, TDS Metrocom, and SBC for local telephone; AT&T and SBC for long distance; AT&T, US Cellular, and Sprint for cellular telephone; and Time Warner Roadrunner and TDS Metrocom for Internet service providers.
- Several businesses in Neenah rely heavily on advanced telecommunications products and services. Examples include: robotics (Plexus and possibly Kimberly Clark); video conferencing, virtual meetings, and interactive training (some smaller businesses, most of the mid to larger businesses, and the University of Wisconsin Extension); advanced networks; and possibly investigating WiFi for redevelopment areas such as the 2.2 acres waterfront redevelopment area.
- Most businesses report to Future Neenah that they have not found a telecommunications carrier other than the local telephone provider to offer all of the more advanced high speed communications services. They also report that the market is very segmented and is not focused on offering a complete package.
- Telecommuting and the capability to access networks from home or after hours is growing in Neenah.

- Local telephone service is primarily offered to businesses by SBC and TDS Metrocom. Future Neenah reports that SBC has a poor reputation and poor customer service and that TDS can't compete because of the costs of advertising and also suffers from poor customer service. Long distance services are primarily provided by SBC and AT&T. Data connectivity and Internet access are primarily offered to businesses by Time Warner Roadrunner and SBC. Time Warner is the only cable television provider for businesses in Neenah.
- Many of the businesses in Neenah own or lease outside copper or fiber cabling in the area for connectivity to other locations.
- Future Neenah feels that the City and businesses of Neenah need a technology plan and some assistance in budgeting for technology. The organization also sees a need for additional fiber infrastructure and wireless infrastructure in the City of Neenah.
- When asked if there are enough trained workers in telecommunications to support future needs for businesses in Neenah, the reply was that there are not enough trained workers.

**Menasha Action Council – 365 Lake Rd. E., Menasha, WI 54952 (The Director's home office)**

- The Director is a part-time contractor for 10 hours a week.
- The organization is privately funded and focuses on economic development.
- The organization has Time Warner cable television service at the Director's office and are very satisfied with the services and support of Time Warner.
- The communications needs and uses foreseen for the next five years for Menasha businesses include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement (varies based on size and needs of business); and fiber or wireless connectivity to other locations.
- The Menasha Action Council is somewhat comfortable that the future telecommunications needs for Menasha businesses will be met effectively and economically by the current providers in the community.
- Menasha Utilities offers not only water and electric services, but also now offers fiber connectivity for data to businesses in Menasha.
- Many businesses in Menasha have plans to install or lease outside cable or fiber optics in the next five years or already own or lease outside cable or fiber.
- Future plans for voice, video, and data applications include: video conferencing; interactive staff training and virtual meetings; need for larger bandwidth to transfer files, such as the large files that local printer Banta uses; possibly customer relationship management (CRM) systems and the bandwidth to support the application, but definitely ERP for personnel, inventory, etc.; businesses report a need for access to public information (Codes, permits, etc.) via the Web and need the Cities to put more information online; and residents in Menasha would like to see the City Council meetings televised on local cable access.
- The types of technical telecommunications support services needed by Menasha businesses include: better customer service and delivery of services by SBC; more choices/competition like Menasha Utilities; need for additional competitive telephone services (Time Warner has announced that they will offer local telephone service, but it is only a basic service with no bells or whistles.); and Time Warner Roadrunner service has been successful in competing with SBC in Menasha.
- Local telephone service is primarily offered to Menasha businesses by SBC, TDS Metrocom, and Time Warner (just starting). Long distance services are primarily provided by AT&T, Sprint, and IDT. Data connectivity and Internet access are primarily offered to businesses by Time Warner Roadrunner, TDS, Menasha Utilities, and SBC. Time Warner is the only cable television provider for businesses in Neenah. Cellular services are primarily provided by Alltel, Sprint, Verizon, and US Cellular.
- Many of the businesses in Menasha rely heavily on advanced telecommunications products and services. Examples of these businesses include: Affinity (health care); Banta (printing); SCA (tissue and toweling products); and Pechiney (plastic packaging). Businesses from small to large need video conferencing and virtual meeting capabilities. There is also a need to communicate with the other office locations (some worldwide) via phone, data, and sometimes video.
- Many businesses are not yet searching for advanced carriers beyond the local telephone provider because many are not aware of the choices and possibilities. The organization notes that they need to be educated about what is possible.

- Future plans or needs to be met for the businesses in Menasha include: integrated meeting capabilities to be bundled with services that are offered by providers; convince providers to “be more than just the pipe”; to convince providers to offer multiple services; focus on enhancing Web site designs; and increasing virtual meeting capabilities. The hassle to change providers tends to drive the lack of changes in choosing providers.
- When asked if there are enough trained workers to support the future operational needs of the businesses, the response indicated there are not. There is a need for more training and education of workers on technology and the possibilities that businesses can take advantage of according to the Menasha Action Council.
- The University of Wisconsin Extension in Menasha is expanding physically and is adding housing. The Menasha Action Council is not sure if they are doing any educational access video programming on the Time Warner system. They would like to see Time Warner and the University working together on education.

**Theda Care** – Corporate Address: 122 E. College Ave., PO Box 8025, Appleton, WI 54912-8025 and Theda Clark Hospital, 130 Second St., Neenah, WI

- There are 5,200 total employees with 2,500 of those in Neenah.
- The company's facilities include: Theda Clark Hospital in Neenah; a pediatric clinic and two primary care clinics in Neenah; two primary care clinics in Menasha; the Apple Medical Center in Appleton; and the New London Family Medical Center in New London.
- Time Warner cable television service is in place in the Theda Care facilities and hospitals, and they are very satisfied with the services and support offered by Time Warner.
- The communications needs and uses in place or foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; fiber or wireless connectivity to other locations; telemedicine applications; and teleradiology applications.
- Theda Care is very comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- There are plans to install or lease outside cable or fiber optics in the next five years.
- Future plans and needs for voice, video, and data applications include: electronic records system and access to records (x-ray, MRI, etc.); access by doctors to records from home; handling increasing referrals from other hospitals at Theda Clark which is a Trauma II hospital; home health monitoring and reporting; integrated phone and data networking to access patient records; video conferencing and interactive staff training and meetings; and a need for wireless (possibly WiFi) capability between facilities and between the helicopter and the hospital or clinic.
- The current providers for services are: SBC for local telephone service; Norlight for long distance telephone; SBC for wireless Internet; Alltel for cellular service; Norlight is the main Internet service provider with SBC as a back-up; and the voice over Internet protocol telephone (VoIP) service is via the main Nortel private branch exchange (PBX) telephone system in place.
- Currently, Theda Care relies heavily on advanced telecommunications products and services. Some examples include: robotics for medication distribution; video conferencing and virtual meetings; and an advanced data network (OC12) that is transported over leased lines from SBC.
- The company reports that they have looked for a telecommunications carrier to supply high speed communications services more advanced than what the local telephone provider is offering, but have found that SBC is the only company for the larger market customers in the area.
- Theda Care allows many employees to access the network and work from home regularly and have provided every doctor who works for them with Time Warner Roadrunner service at their home.
- The average monthly expenditures for services include: \$50,000 for local telephone service; \$16,000 for long distance service; \$100,000+ for data connections and leased lines; and \$9,000-10,000 for cable television and Roadrunner service. They have a bulk deal with Time Warner for cable television in hospital patient rooms.
- Theda Care leases outside cable plant (copper or fiber) from SBC, Time Warner, and Norlight for connectivity.

- Future plans or areas that Theda Care would like to explore for enhancements include virtual capabilities for telephone and a wireless device (PDA or other) that doctors can have on them that has phone service and can access data wherever they are.
- The company feels that there are enough workers trained in telecommunications to support their future operational needs. They have been taking advantage of the layoffs in the telecommunications industry and hiring those workers.

**Neenah Joint School District – 410 S. Commercial St., Neenah, WI 54956**

- There are 875 employees in the school district with a student enrollment of 6,387. There are 14 buildings in the district – an administration building, ten elementary schools, two middle schools, and one high school.
- Time Warner cable television service is in all of their buildings with the exception of two elementary schools that are outside of the City of Neenah limits. The district has been very satisfied with the services and support offered by Time Warner.
- The communications needs and uses foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement; fiber or wireless connectivity to other locations; and distance learning.
- The contacts interviewed are somewhat comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- The school district does have plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: connectivity for voice, video, and data to all schools; the new student information system is being installed now; interactive classroom capabilities; home schooling; staff training; distance learning; online training; voice over Internet protocol (VoIP) telephony; and further exploration of FoxNet for connecting the Cities of Neenah, Menasha, Oshkosh, Outagamie County, and the Town of Menasha.
- Future technical support services the school district indicates needs for include: more information and support from Time Warner on using the Cable in the Classroom program and regular updates or meetings with the providers on the services and technology that is available.
- The current providers serving the school district are: SBC for local phone service; Ameritech through the state telephone network for long distance; US Cellular for cellular phones; and WiscNet as their Internet service provider (ISP) through the University of Wisconsin.
- The school district has a distance learning lab at the high school as part of the Cascade system. Cascade is a cooperative of schools, universities, and colleges involving 33 districts and offers distance learning programming. In addition, it interconnects with Badgernet.
- The district reports that it has been hard to find a provider to meet all of their high speed communications needs as many only want to provide certain services or pieces of what is needed.
- The school district does allow employees and management access to the computer network from home and after hours.
- The school district takes advantage of the government E-rates to lower costs for services. They pay \$5,230 per month for local phone service, \$250 per month for long distance, and approximately \$2,000 per month for data connections and leased lines.
- Future plans and areas that the school district is interested in exploring include: the need for bigger and faster pipes; more wireless capabilities; additional scales of economy on prices for services; and possibly doing more video programming on the PEG access channel(s).
- The contacts interviewed feel that they have enough workers trained in telecommunications to support their future needs, but that is due to training that they have paid for. Furthermore, they have no back-up staff should those trained staff members leave.

**Neenah-Menasha YMCA – 110 West North Water Street, Neenah, WI, 54956**

- There are 240 employees in Neenah and 1,000 in the Fox Valley area.
- Facilities include: one in Neenah; three additional facilities in Greenville, Kimberly, and Appleton; a day camp in Shiocton; and a resident camp in Lakewood.
- There is Time Warner cable television service at the Neenah location, and the organization reports that they are very satisfied with the services and support offered by Time Warner.
- The communications needs and uses foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement; and fiber or wireless connectivity to other locations. The YMCA is looking at expanding sites in at least two locations to tie together with the local libraries.
- The YMCA is somewhat comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- There are plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: video conferencing; e-commerce; connectivity to all locations; interactive staff training capability; distance learning; possibly voice over Internet protocol (VoIP); PEG access video programming; and continued Web site development.
- Present or future technical support services needed from providers include: education on the products and technologies available and having defined representatives from the provider to have regular contact with.
- Current providers used by the YMCA include: TDS Metrocom for local and long distance telephone service; SBC for a T-1 line; Time Warner Roadrunner as the Internet service provider (ISP); and Net Pulse as an Internet provider hooked into some of the exercise equipment.
- The IT Director for the YMCA is exploring options for telecommunications carriers to supply high speed communications services more advanced than the local telephone provider is offering. They have also explored and priced alternative providers for local and long distance telephone and data connectivity.
- Access to the computer network is allowed for administrative personnel only from home or in off hours.
- Monthly expenditures in the Neenah location include: \$200 for local telephone service; \$700 for long distance; and approximately \$70 for cable television. They are not sure of their monthly costs for data connections and leased lines.
- Upcoming and future plans include: renovation in 2004 of the Brillion Center in Brillion and reopening in the Fall of 2005; building a site in North Appleton; adding onto the Greenville Center; and renovations to the Neenah Center by adding a computer lab. The YMCA would consider creating a community media center to produce video programming for PEG access.
- The organization does not feel that they have enough workers trained in telecommunications to support their future needs. They report a need for education on the technology and how to integrate that technology into their programs.

- The YMCA has a need for connectivity in a wide area to reach all of their locations – preferably through the same provider.
- There are plans to increase the public education efforts on programs and services, and they would like to use PEG access as part of that effort.

**Twin City Catholic Education System – 1050 Zephyr Drive, Neenah, WI, 54956**

- There are approximately 120 employees.
- Facilities include: one high school, one middle school, and three elementary schools.
- There is Time Warner cable television service at the schools and they are extremely satisfied with the services and support offered by Time Warner. They also have Channel One satellite service.
- The communications needs and uses foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement; fiber or wireless connectivity to other locations; and distance learning.
- There is a distance learning lab at the high school as part of the Cascade system. Cascade is a cooperative of schools, universities, and colleges involving 33 districts, and offers distance learning programming. In addition, it interconnects with BadgerNet.
- They are only slightly comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- The schools have plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: exploring voice over Internet protocol (VoIP) telephony; enhancing the distance learning lab; getting further education on the technology available; exploring educational access video production opportunities; and having data connectivity to each school.
- Current providers for telecommunications services to the schools are: US Exchange for local and long distance telephone service; AT&T for cellular telephone service; TDS Metrocom for a T-1 line; and WiscNet for Internet access.
- They allow limited access to the school's computer network by only the Technology Director and his assistant. They are testing the use of a virtual private network (VPN) for one principal and are using a system called Edline at some schools to allow parents to access student records.
- The schools currently lease outside cable plant from TDS Metrocom (T-1) for connectivity.
- Future plans for telecommunications include improving communications between schools to be seamless and improving the infrastructure within the schools.
- They do not feel they have enough workers trained in telecommunications to support their future operational needs, and indicate there are not enough experienced people to use effectively.
- The schools report they have had no real contact from Time Warner regarding their services and their ability to work with schools. They would like to expand on the Cable in the Classroom opportunity with Time Warner.

**The Boys' & Girls' Brigade – 109 W. Columbian Ave., PO Box 665, Neenah, WI 54957-0665**

- There are six full-time and three part-time employees.
- This organization is 104 years old and serves youth in grades 6 through 12. They have 815 kids as members and 500 adult volunteers.
- Facilities include a main building and a warehouse in Neenah, and a six acre camp on an island in Waupaca called Camp Onaway.
- There is Time Warner cable television service at the Neenah main building and they are extremely satisfied with the services and support offered by Time Warner. Time Warner provides the service for free as they are a not for profit organization. There is Charter Communications cable television service at Camp Onaway.
- The communications needs and uses foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; and fiber or wireless connectivity to other locations.
- They are somewhat comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community. The main concern is cost.
- There are no plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: the possible expansion of capabilities in the auditorium that now has DSL connectivity for meetings and the possibility of producing PEG access video programming.
- When asked about the technical support for telecommunications services that might be needed, the organization indicated that they have not had any contact from Time Warner on their services and capabilities. They would to see that type of support from Time Warner.
- They reported that they shopped around for a provider to supply the services they needed and Choice Communications was selected. Choice Communications provides local and long distance telephone as well as DSL and Internet access services to them for a total of \$350 a month for both locations. US Cellular provides the cellular service.
- Currently, they do not have access to their computer network from home or in off hours, and they would be somewhat interested in having that capability.
- Future enhancements and plans to the operations include: improving communications with the families of their members; video conferencing capability; and producing PEG access video programming and continued public education.
- The organization does not feel they have enough workers trained in telecommunications to support their future operational needs, and are not sure that any organization can find enough trained workers for future needs.

**Menasha Joint School District – 328 6th Street, Menasha, WI 54952**

- There are 400 employees in the school district and eight buildings: an administration building, five elementary schools, one middle school, and one high school.
- Time Warner cable television service is in all of the buildings. The district has been somewhat satisfied with the services and support offered by Time Warner. The district has had some issues with aging plant and need to have some contact or follow up from Time Warner.
- The communications needs and uses foreseen for the next five years include: interconnection to public information (libraries, local government, state government, etc.); video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; fiber or wireless connectivity to other locations; and distance learning.
- There is a distance learning lab at the high school as part of the Cascade system. Cascade is a cooperative of schools, universities, and colleges involving 33 districts, and offers distance learning programming. In addition, it interconnects with BadgerNet.
- A new voice over Internet protocol (VoIP) telephone system was installed by the district recently.
- The district is somewhat comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- The school district does not have plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: staff development and online training; development of additional and improved linking technology to student learning benefit; possibly a revitalization of educational access video programming; and video conferencing and virtual meetings/interactive staff training.
- The district shopped for one provider to offer them a package of services and now uses Choice One Communications for local and long distance telephone; Menasha Utilities for leased lines/connectivity; US Cellular for cell phones, and WiscNet as their Internet service provider (ISP).
- There will be equipment and computers placed in the Menasha Library by the district to allow for student access to their accounts and assignments.
- Employees and district management can access the computer network from home or off hours.
- Plans to enhance operations include exploring and using software and applications to effectively use the connectivity and technology they have.
- The school district feels that they have enough workers trained in telecommunications to support their future operational needs, and that the district has trained their staff well. The next level of staffing coming in the district indicates they have learned the technology as they went along.

**Alta Resources** – One Neenah Center, Neenah, WI 54956

- There are 550 employees in Neenah and 900 companywide.
- The company has three facilities and one warehouse in Neenah, WI and offices in Los Angeles, CA and Kalamazoo, MI.
- Alta Resources outsources customer care and sales for Fortune 500 companies.
- They do not have Time Warner cable television service in their Neenah locations.
- The communications needs and uses foreseen for the next five years include: continued improvement in video conferencing and interactive remote video training systems; wireless Internet; e-commerce development; telephone system upgrade or replacement; and fiber or wireless connectivity to other locations.
- The company is only slightly comfortable that their future telecommunications needs will be met effectively and economically by the current providers in the community.
- There are plans to install or lease cable or fiber optics in the next five years.
- Future plans for voice, video, and data applications include: voice over Internet protocol (VoIP) implementation; video conferencing and more interactive video contact with clients; data connectivity with clients via virtual private networks (VPN's) and more.
- The company currently has SONET rings and use Time Warner Roadrunner service as a back-up to access the Internet.
- They report a need for more assistance from providers to work with them in the development of solutions to their needs. They would also like more education on the products and services that the providers offer.
- Current providers that are used include: SBC for local phone service and leased lines; Global Crossing and Sprint for long distance telephone service; Global Crossing for Internet access with Time Warner Roadrunner service as back-up.
- The company relies heavily on technology and is a large user of video conferencing/virtual meetings and advanced data networking services.
- Alta Resources has been looking at all options and alternatives for providers and services and have talked to TDS Metrocom and Insight Communications, but most only offer pieces of what they are looking for.
- Employees are allowed to access the computer network from home or off hours.
- Alta Resources monthly expenditures for telecommunications services are: \$50,000 for local and long distance telephone and \$15,000 for data connectivity and leased lines.
- Future plans to enhance operations include: larger bandwidth between sites; disaster recovery; and overseas capability.
- The company feels that they have enough workers trained in telecommunications to support the future operational needs, but note that they train their staff on a proprietary system and do struggle in finding people locally. They usually have to go on a wide search throughout the state to find the workers.

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## Appendix 2 – Community Survey Report



June 25, 2004

Mr. James Godlewski, City Attorney  
City of Neenah  
PO Box 426  
Neenah, WI 54957-0426

Mr. Jeff Brandt, City Attorney  
City of Menasha  
140 Main Street  
Menasha, WI 54952

Dear Mr. Godlewski and Mr. Brandt:

It is our pleasure to provide you with the results of our work for Task 2 of the Cable Television Franchise Renewal Assistance project in which we reviewed the results of your recent written survey conducted by both the Cities of Neenah and Menasha ("Cities"). We would like to use this letter to provide you with our written analysis.

### Background

It is our understanding that 2,683 responses were received for this written survey that was mailed to residents of Neenah and Menasha in 2003. Once survey responses were received, the information was entered into a spreadsheet format by the Cities. All of the information received was provided to us by the Cities for analysis in May of 2004.

Our previous experience with mailed surveys informed us that older recipients are more likely to respond than younger recipients. This results in a distribution of responses that does not match the actual demographics of the targeted geographic area. Instead, the views of older residents are overrepresented in the responses while those of younger residents are underrepresented. To account for this in our analysis of survey results from Neenah and Menasha, first we observed the proportion of respondents in each of the following age categories:

18 – 24  
25 – 34  
35 – 44  
45 – 54  
55 – 64  
65 - 74  
75 and up

Next, we compared the proportion of *responses* in each of these categories with the proportion of *residents* in each of these categories according to U.S. census information.

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City of Menasha

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We then applied a "weight" to each age category to bring the proportion of responses from each age category into alignment with census data for Neenah and Menasha. By weighting the responses by age before running any analysis of the data, we ensure that the results give the most accurate view of the actual population of Neenah and Menasha. This technique was applied to the analysis of the Neenah-Menasha survey results. All graphs that appear in this written analysis as well as in the Exhibits reflect data that has been weighted in this manner.

In addition, we used "Binary Logistic Regression" to determine what drives customer expectations. A binary logistic regression is a statistical modeling tool used to determine which independent variables have a significant effect on whether a dependent variable will take on one of two values. For example, a binary logistic regression can help us determine which aspects of Time Warner's service as well as which demographic information about the respondent will have a significant effect on whether that individual responds that he or she has had their cable service expectations met.

As its name implies, a binary logistic regression must use a dependent variable that can take on only two possible values. One part of question 18 in the survey asked respondents to check whether their expectations for cable service had been exceeded, met, or not met by Time Warner. By combining the first two responses into a common category, a new binary dependent variable with two responses has been defined:

- Response 1: Expectations have been met or exceeded
- Response 2: Expectations have not been met

We ran a logistic binary regression on the following independent variables:

- Age
- Level of cable service (basic, expanded, digital, premium)
- Whether the respondent has previously subscribed to another cable company
- Ratings given to these aspects of cable service:
  - Number of available channels
  - Variety of programming available
  - Price of cable
  - Accuracy of bills
  - Ability to understand your bill
  - Quality of Time Warner's answers to billing questions
  - Friendliness of Time Warner employees
  - Ability to get through to Time Warner by telephone
  - Length of hold times

The results of the regression indicate that the three areas that have the greatest effect on whether a respondent will report expectations being met or exceeded are their satisfaction ratings given to price of service, variety of programming, and number of channels available. For each of these independent variables, an increase of one point on a 1 to 5 scale for satisfaction increases the likelihood that a resident will have expectations met or exceeded by approximately 60 percent.

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City of Menasha

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Two other independent variables which had a statistically significant, but smaller effect, were the satisfaction ratings given to the ability to understand the bill and quality of Time Warner's responses to billing questions. Every one point increase in the satisfaction ratings of each of these increased the likelihood of having expectations met or exceeded by approximately 30 percent.

An interpretation of these results could be stated in the following way. Price of service as well as variety and quantity of programming are twice as important to meeting a customer's expectations as billing. No other tested independent variables had a significant effect on whether a resident reported expectations being met.

### Survey Responses

Overall, the results indicate that the residents of Neenah and Menasha have common experiences and opinions on nearly all aspects of the survey. This is reflected in the graphs that illustrate responses indicated by each city in Exhibit A. No significant deviations in responses occur between the two geographic areas.

The predominant conclusion that can be drawn from the data gathered is that residents are least satisfied with the price they pay for cable services. As seen in Figure 1, the largest group of non-subscribing residents cited high rates as a reason for not subscribing more than those who did not like the programming choices.

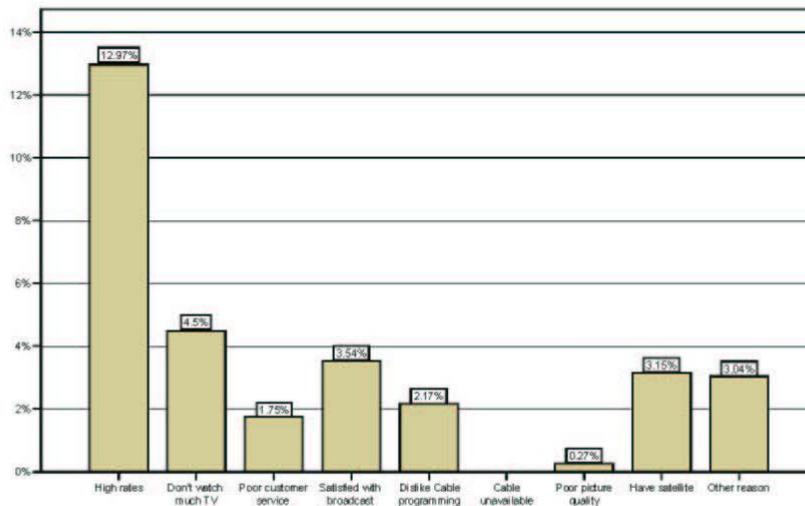


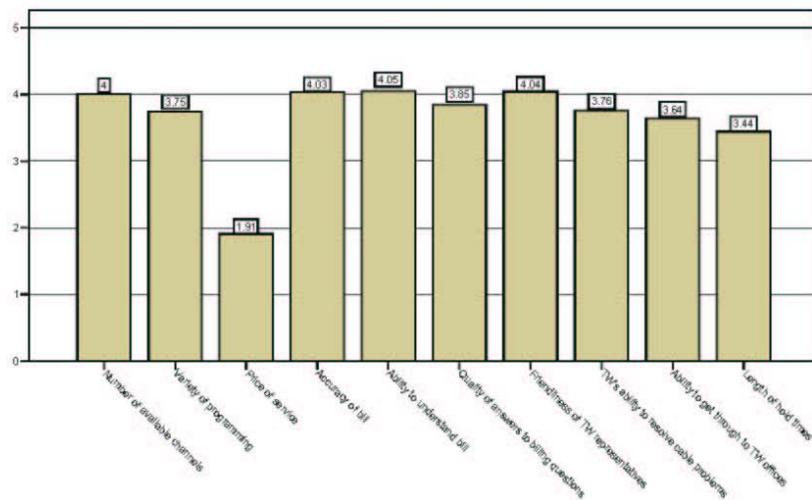
Figure 1: Reasons cited for not subscribing to cable

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City of Menasha

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When asked to rate the various aspects of Time Warner Cable's service, respondents give a significantly higher ranking to every category with the exception of price, as seen in Figure 2.



**Figure 2: Customer satisfaction with various aspects of Time Warner Cable**

The responses given in the customer service section of the survey are likely affected by this dissatisfaction with the price of service. In other words, the negative views of Time Warner's customer service may be partially affected by residual dissatisfaction with price.

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City of Neenah

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City of Menasha

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In Figure 3, the customer service of Time Warner Cable is compared to that of other utilities in the area. The citizens of both Neenah and Menasha rank Time Warner significantly lower.

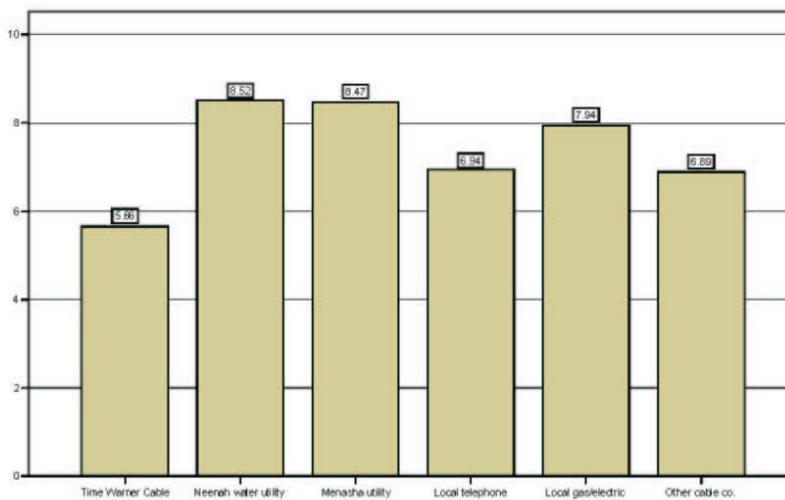


Figure 3: Customer service ratings of various utilities

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City of Neenah

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City of Menasha

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When broken down by category in Figure 4, Time Warner's lowest performing area of customer service is for telephone responses and its highest performing areas are for picture quality and reliability.

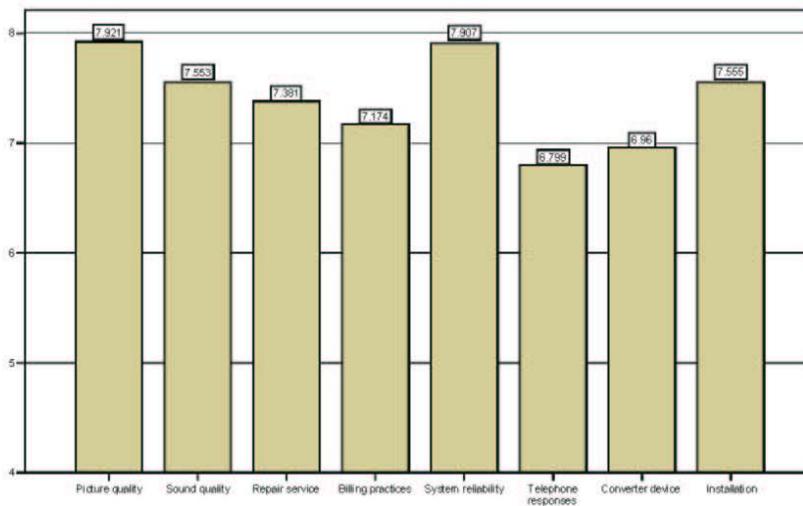


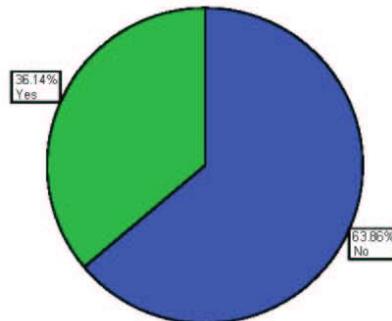
Figure 4: Average ratings of various areas of Time Warner customer service

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City of Menasha

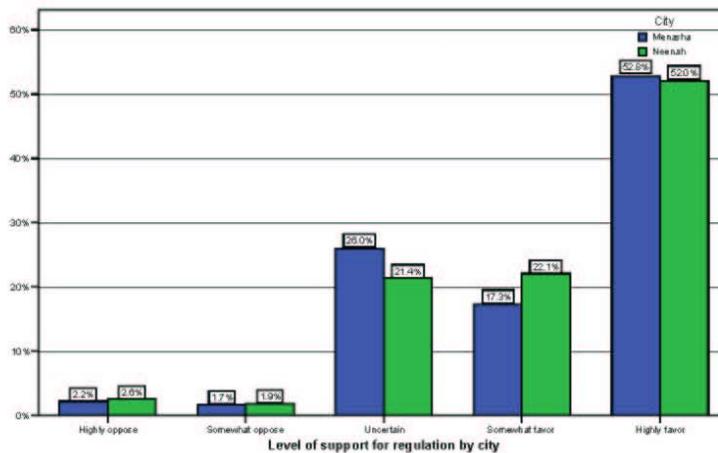
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As illustrated in Figure 5, respondents to the survey gave high ratings to system reliability despite 36 percent reporting a problem with their cable to Time Warner in the last two years.



**Figure 5: Have you contacted Time Warner with a problem in the last two years?**

A large majority of respondents in Neenah and Menasha expressed support for local regulation of Time Warner. Figure 6 shows that approximately 70 percent of residents in each city responded to the question of local regulation with an answer of either “somewhat favor” or “highly favor”.



**Figure 6: Do you favor local regulation of Time Warner's prices if the Cities have the authority to do so?**

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City of Menasha

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Most residents responded that they do not watch Public Access on a regular basis as indicated in Figure 7. Figure 8, however, illustrates the highest level of interest exists for the expansion of community news on Public Access.

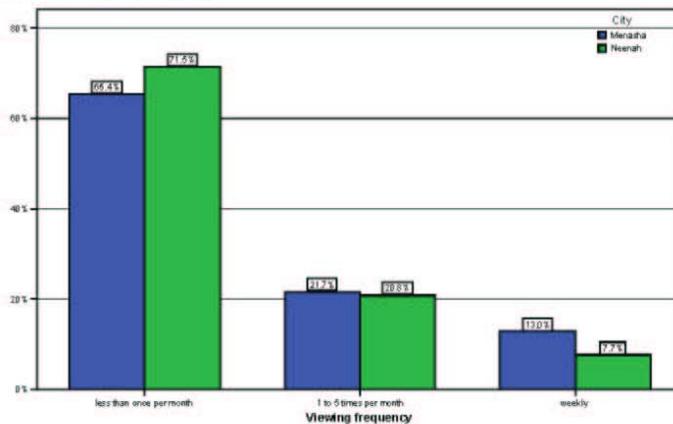


Figure 7: Viewing frequency of Public Access

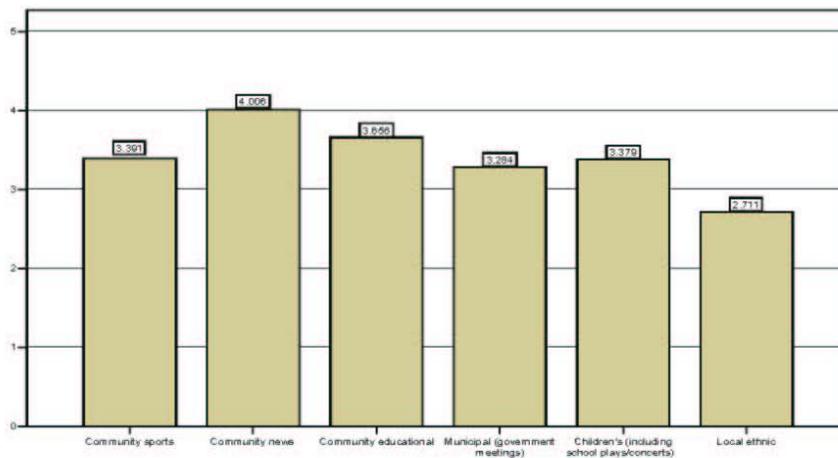


Figure 8: Level of interest in expanding areas of Public Access (1-5 scale)

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City of Neenah

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City of Menasha

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When examining the data for demographic patterns, the most significant observation involves the responses given by different age groups. It is significant to note in Figures 9 through 11, that all display the same ratings dip before rising again as the respondents' age increases. This suggests residents between the ages of 25 and 44 are less satisfied with their utility services overall, not just with Time Warner.

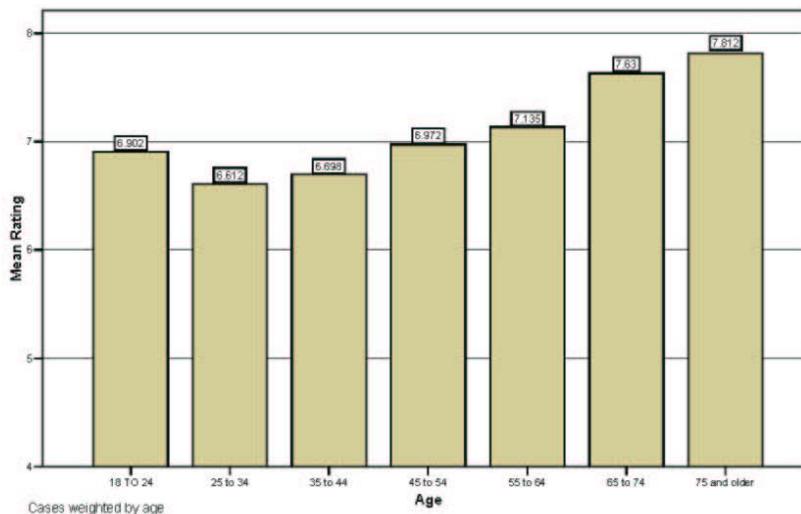


Figure 9: Age and rating of Time Warner customer service (1 – 10 scale)

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City of Menasha

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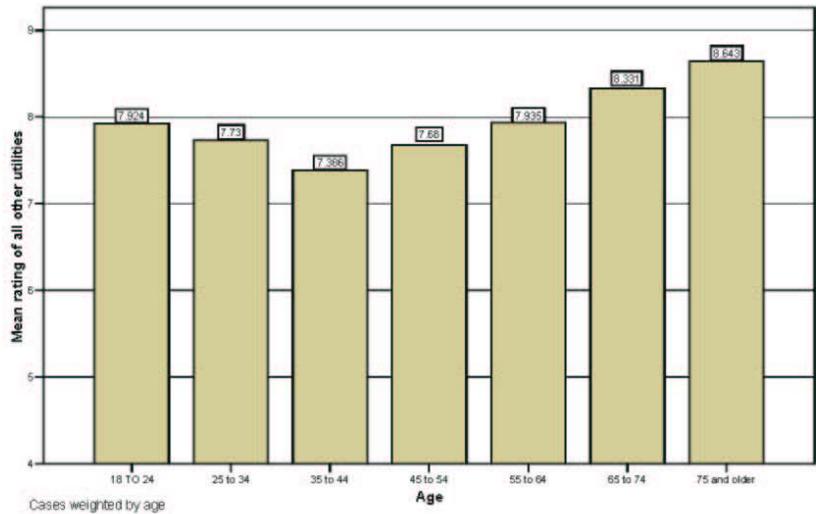


Figure 10: Age and average rating of all other utilities customer service (1 - 10 scale)

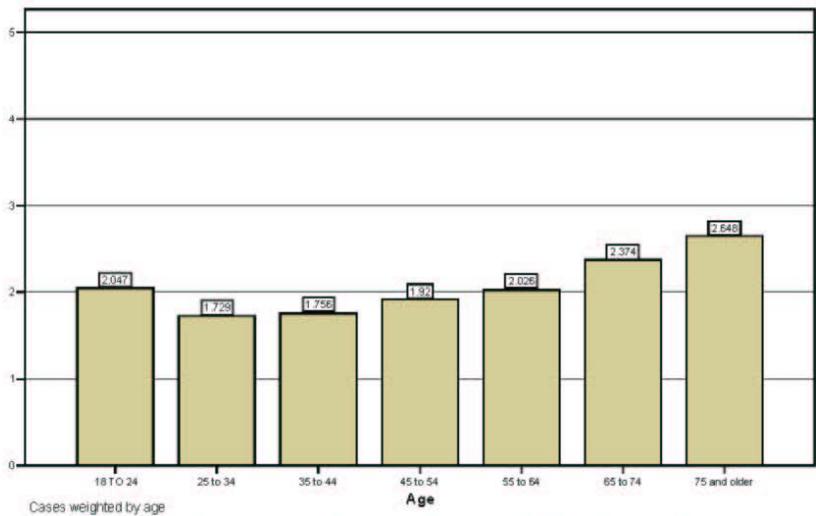


Figure 11: Age and satisfaction with price of Timer Warner Cable

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**Conclusions on Survey Responses**

Respondents to the survey ranked Time Warner's customer service considerably lower than that of other utilities in their city. This is likely due to their dissatisfaction with price, despite being asked to evaluate customer service independent of price. Respondents ranked Time Warner's performance in telephone response lower than other aspects of their customer service. Despite this dissatisfaction with telephone response, it is most likely not a significant reason for their overall lower customer service ranking among all utilities. The results of our analysis indicates that the dominant factors in meeting customer expectations are price, variety of programming, and the number of channels available.

Sincerely,

VIRCHOW, KRAUSE & COMPANY, LLP



Cheryl L. Pasalic, Senior Consultant

CLP/jas

Attachments:  
Exhibit A – Residential Survey Histograms  
Exhibit B – Residential Survey Crosstabs

**Exhibit A  
Residential Survey  
Histograms**

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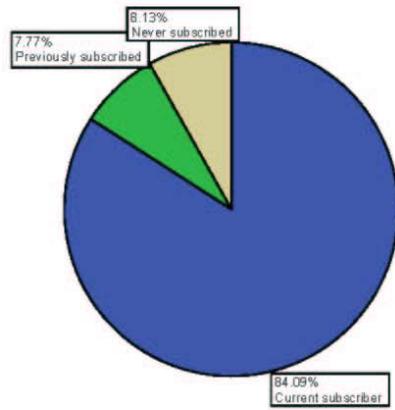
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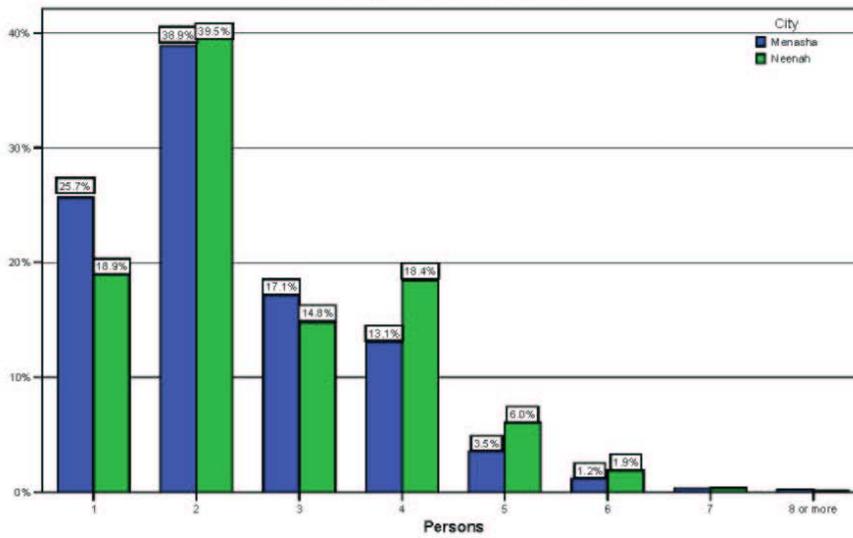
Support for expanding Public Access programming at additional costs..... 18

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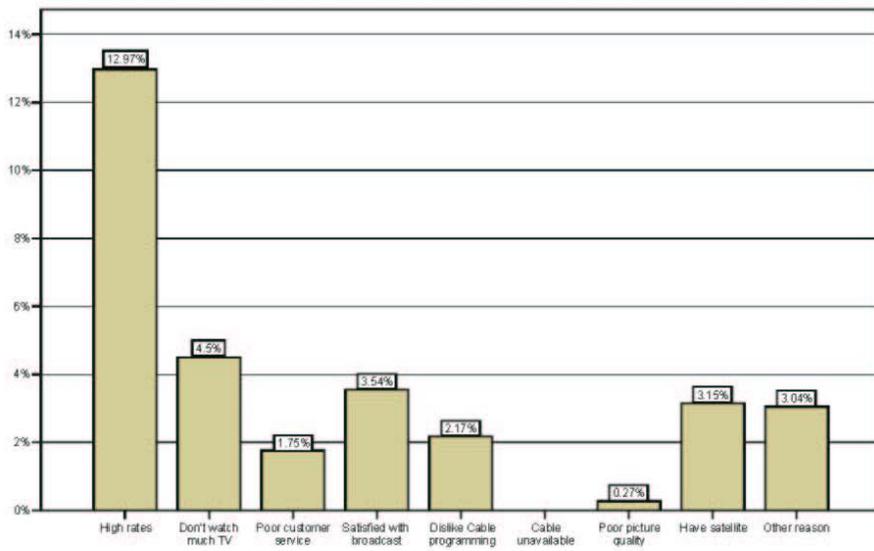
What is the subscriber status of your household?



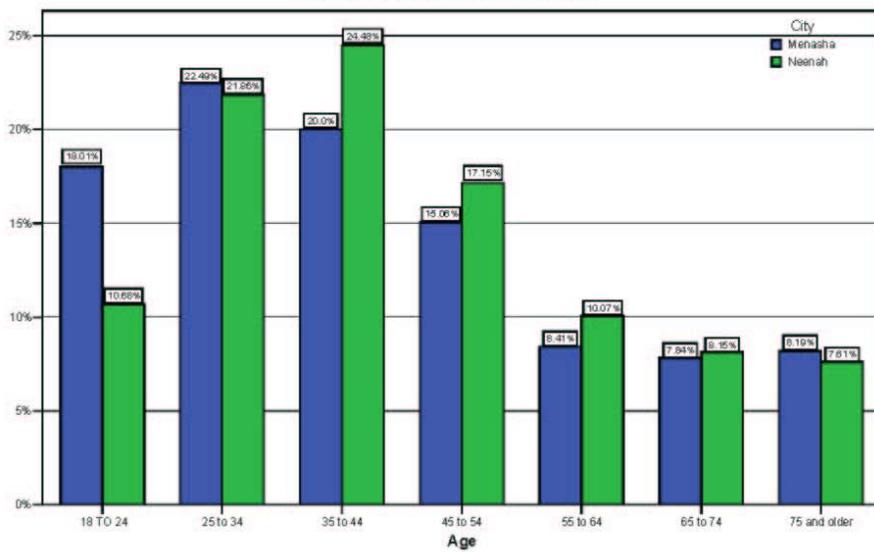
Subscription status by city

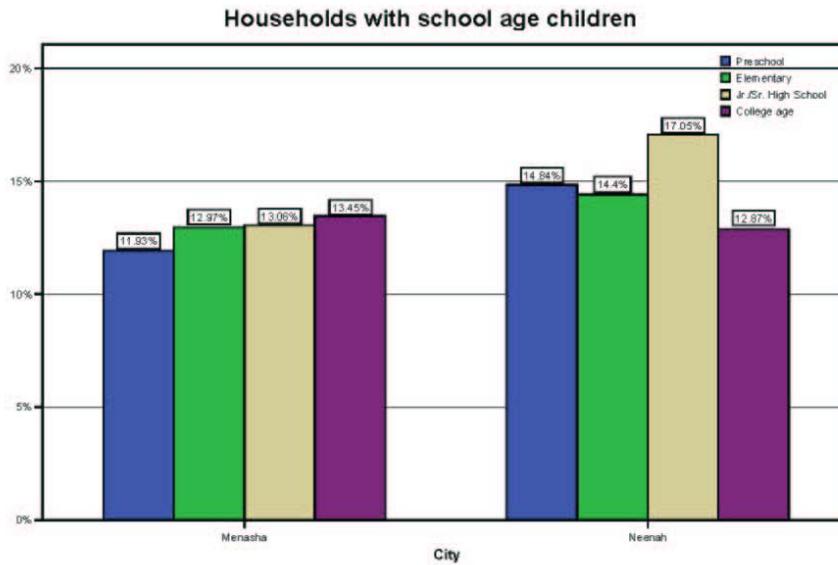
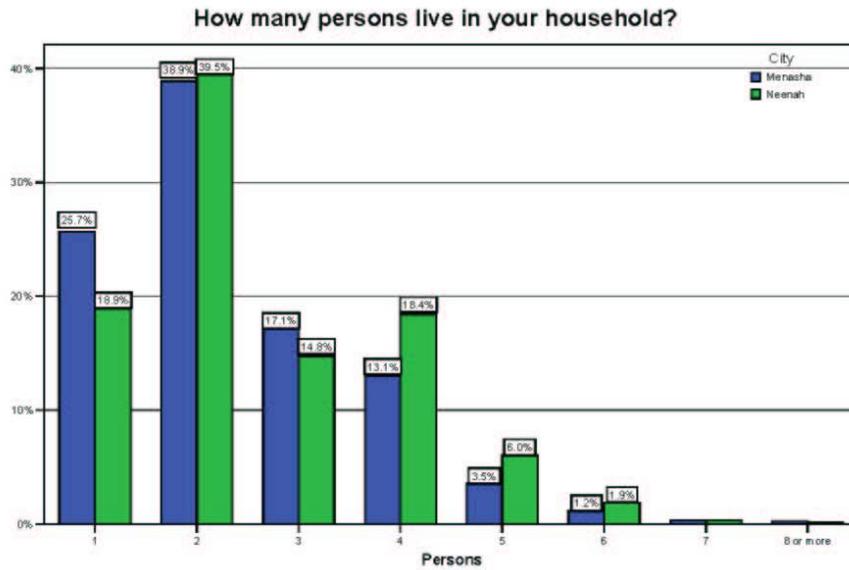


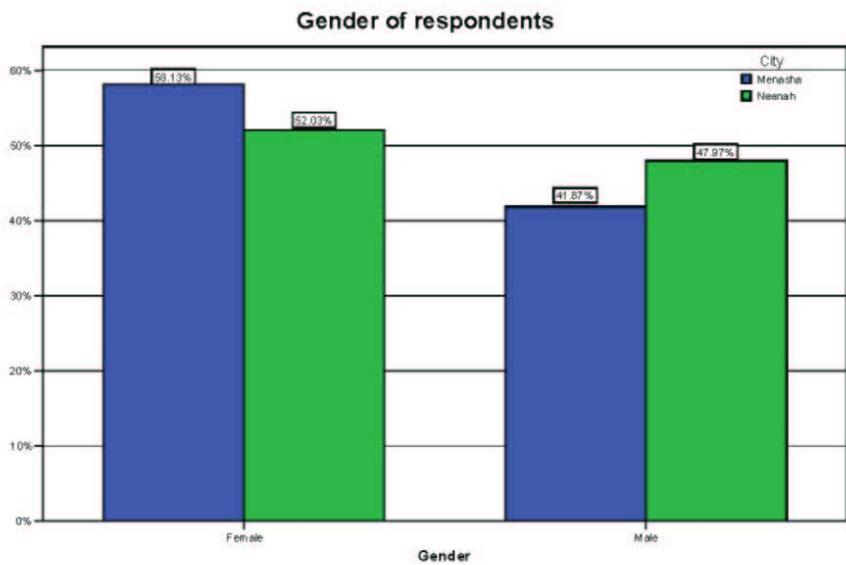
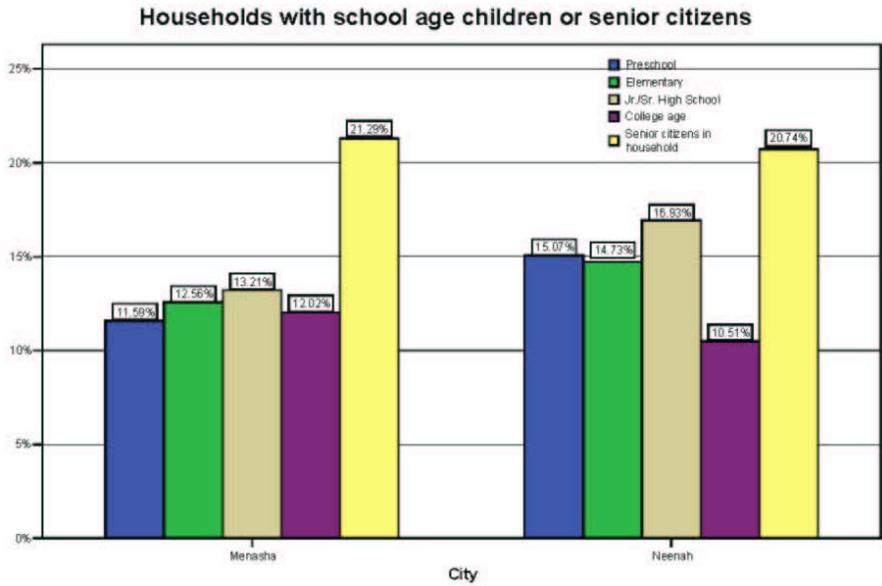
If you don't currently subscribe to Time Warner Cable, what are your reasons?

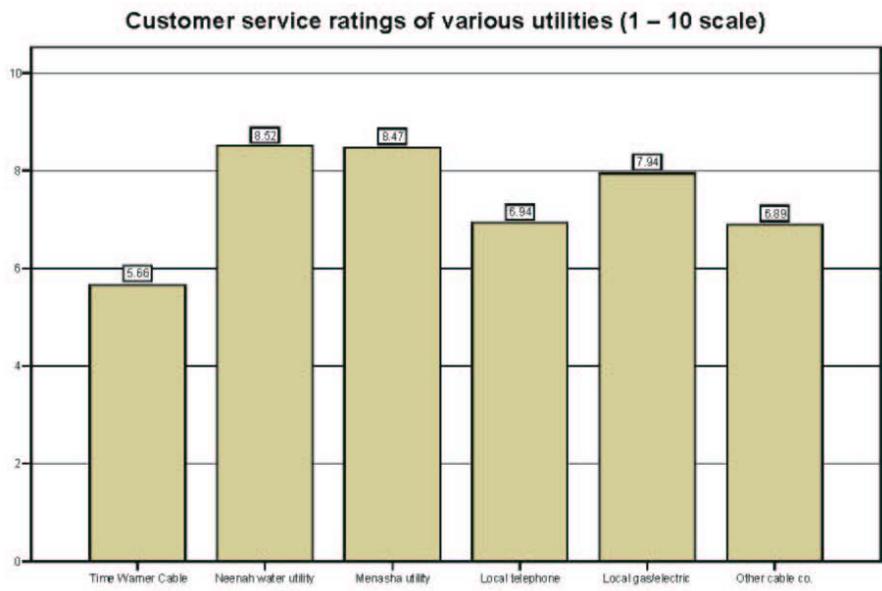
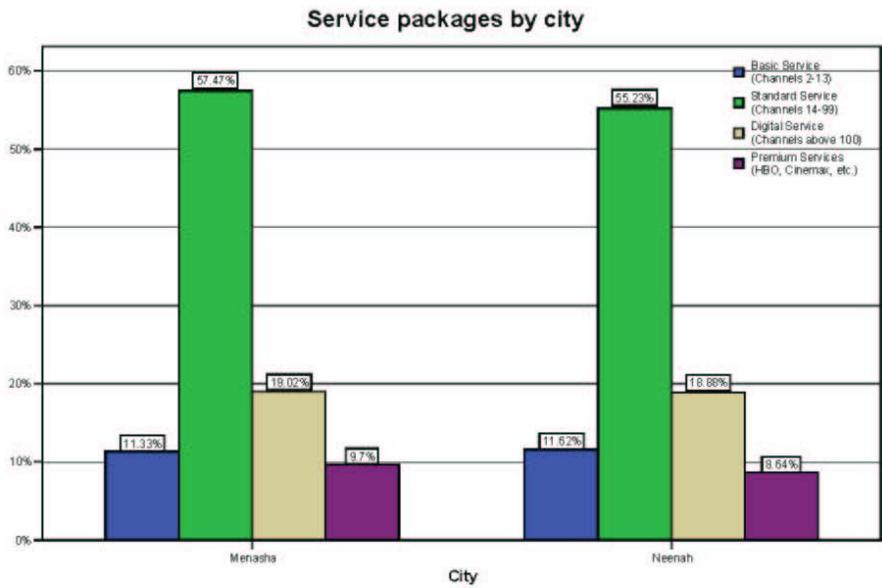


Age of respondents by city

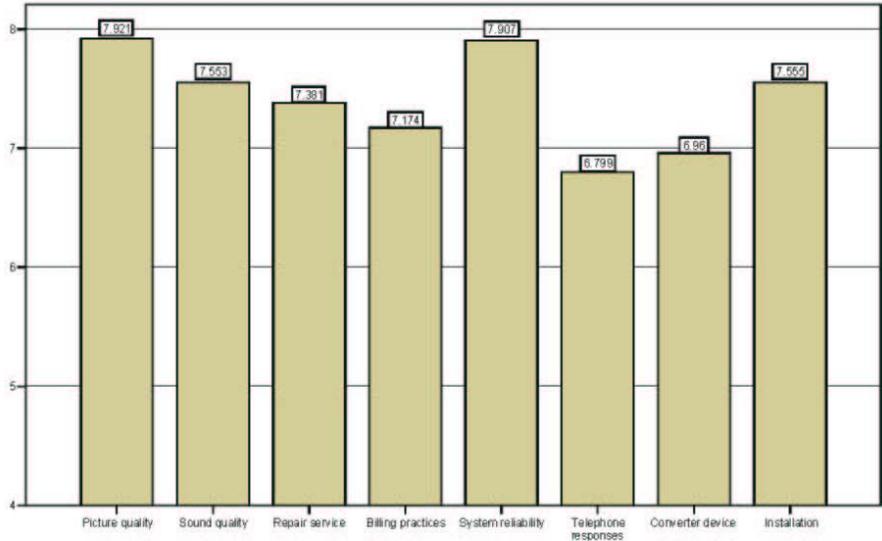




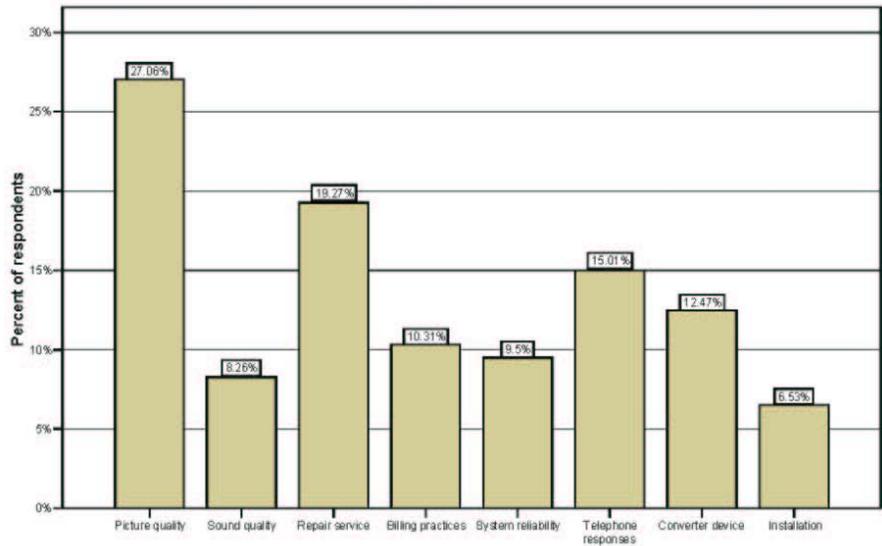




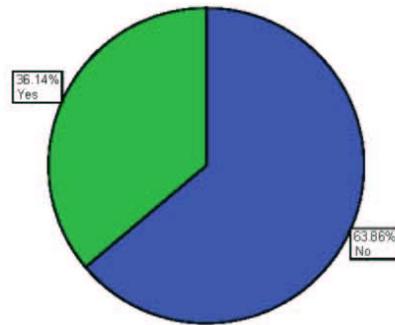
Customer ratings of various aspects of Time Warner cable (1 - 10 scale)



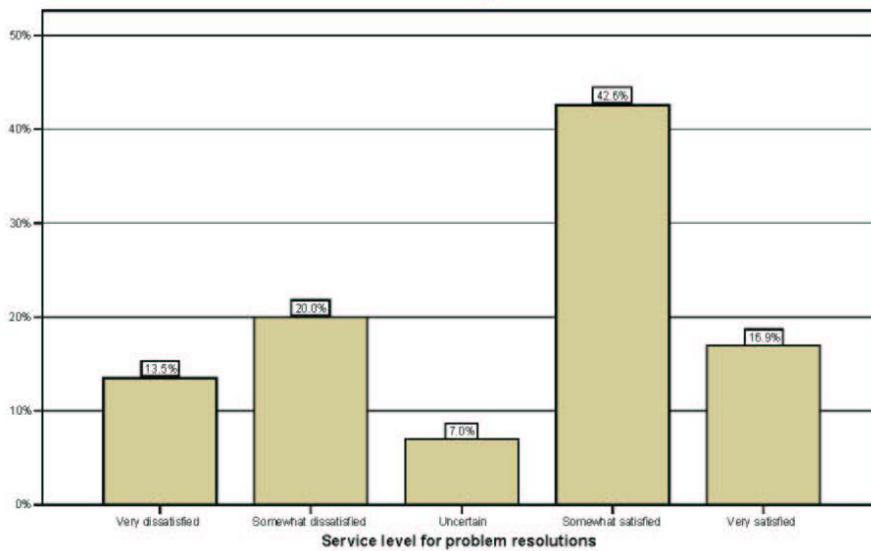
Have you had any of the following problems within the last two years?

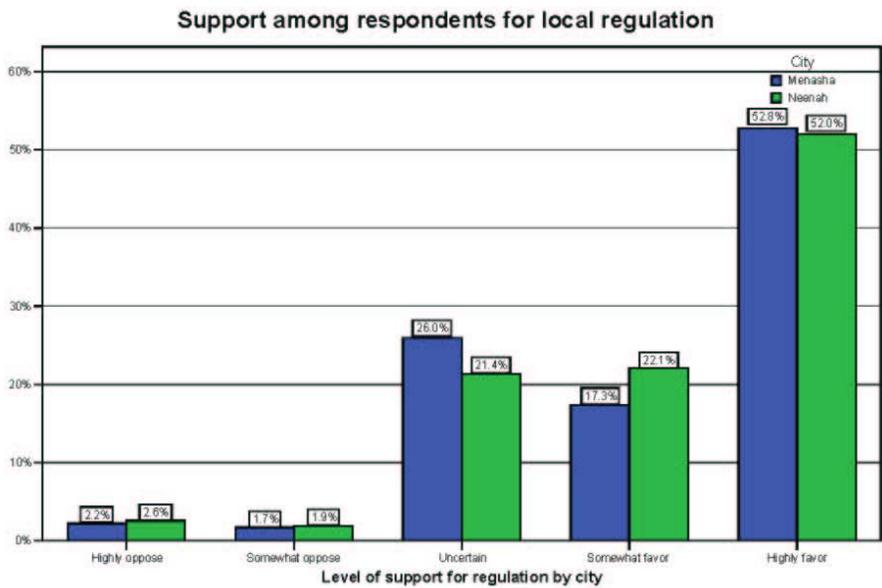
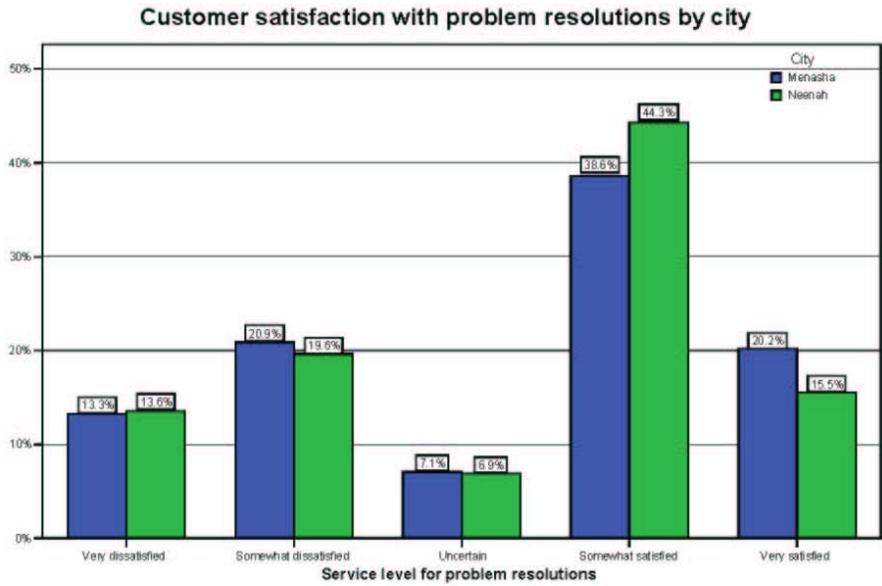


Have you contacted Time Warner with a problem in the last two years?

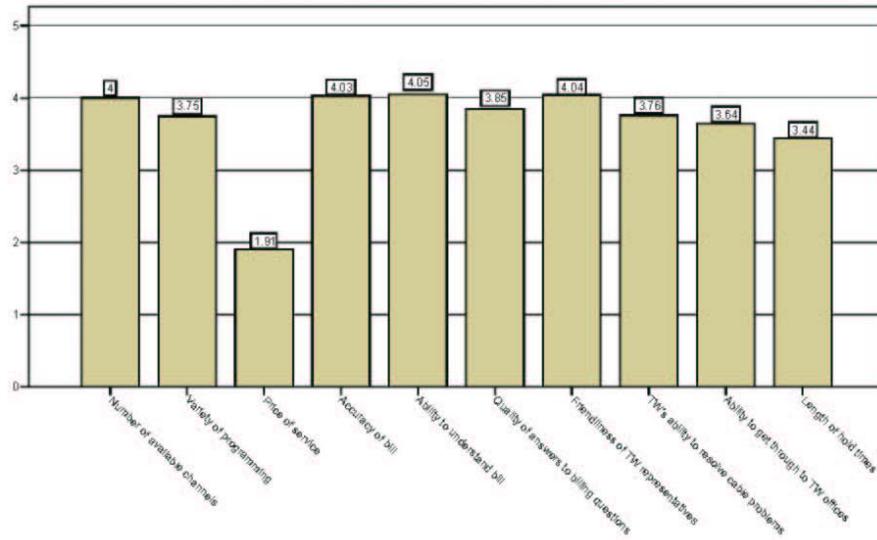


Customer satisfaction with problem resolutions

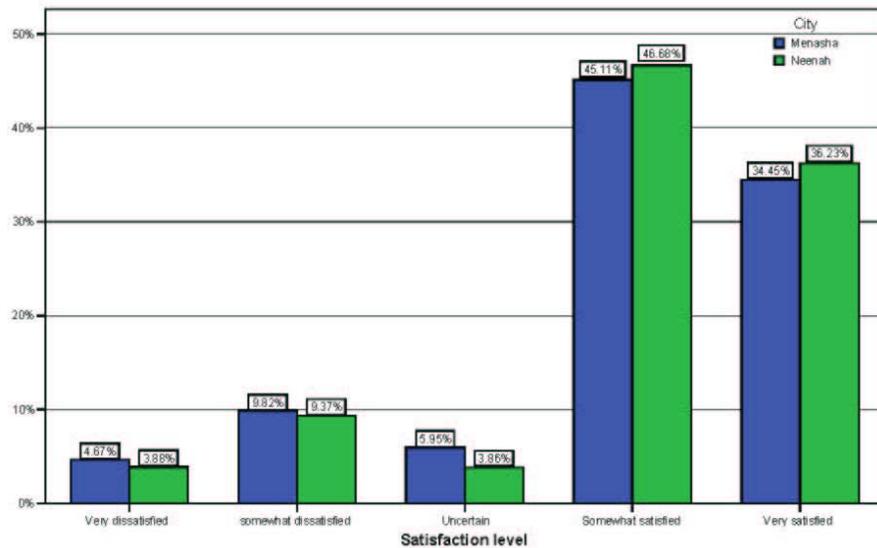


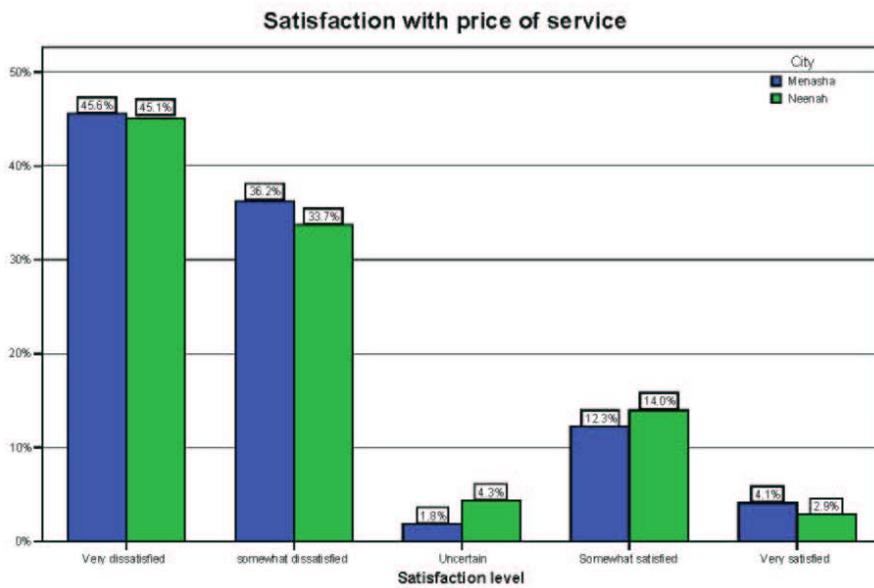
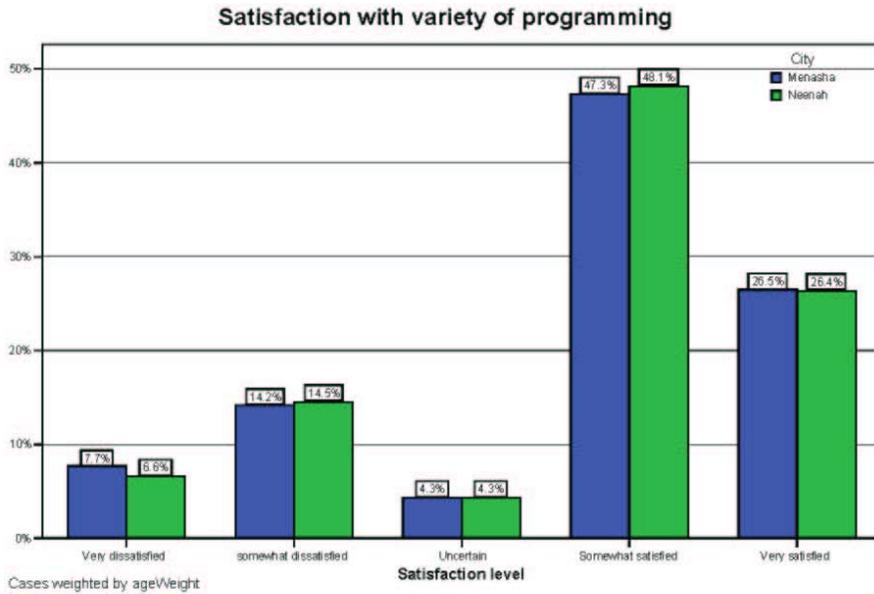


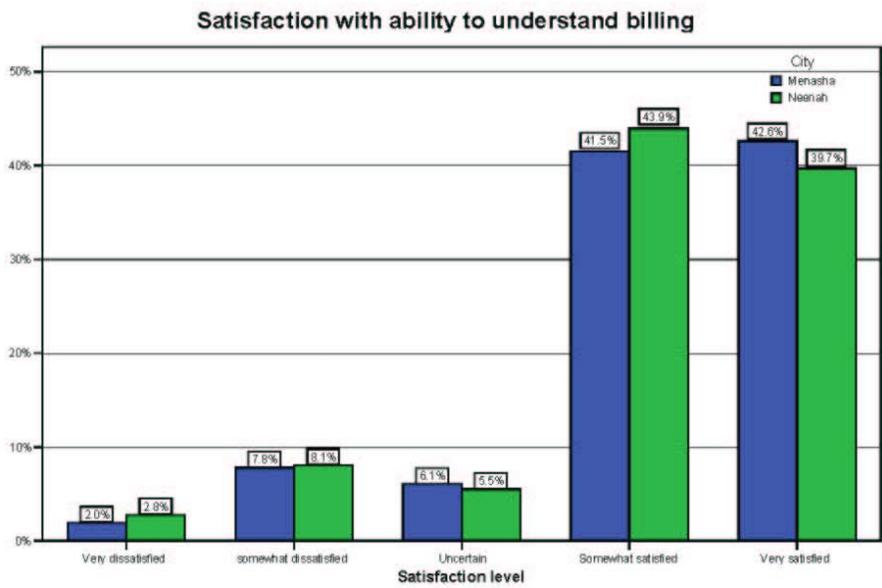
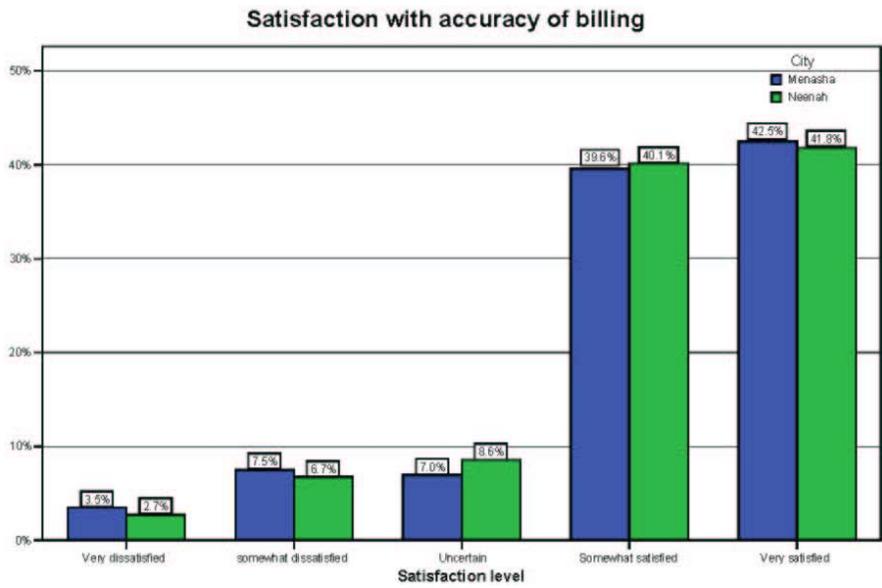
Customer ratings of various aspects of Time Warner cable services (1 – 5 scale)

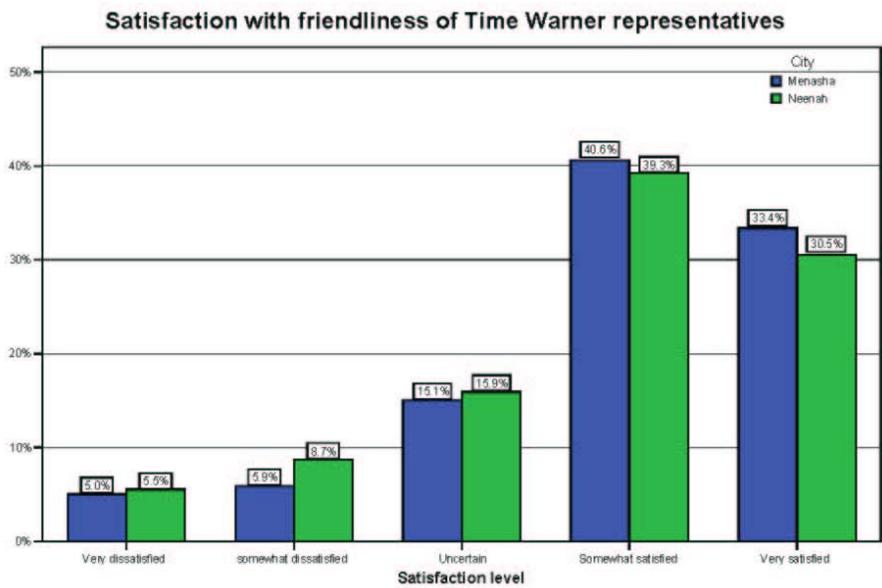
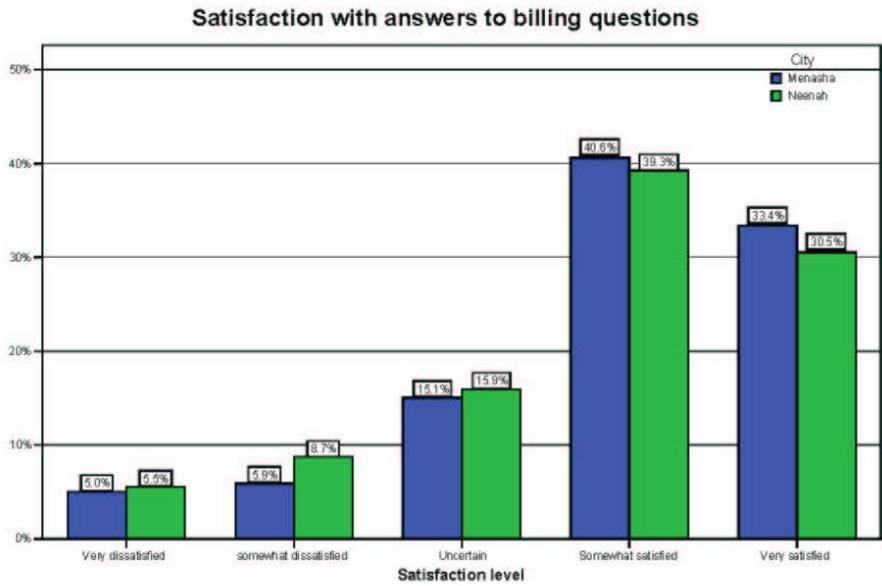


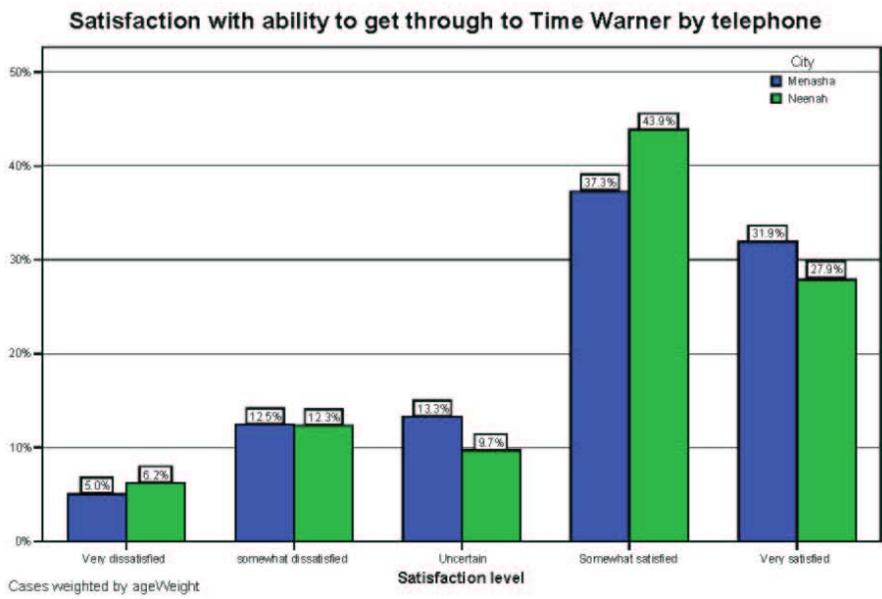
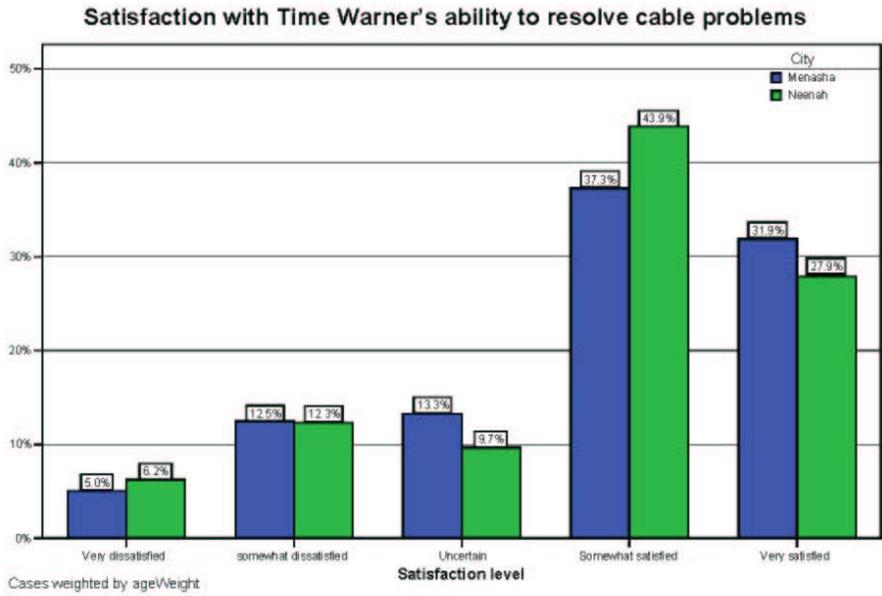
Satisfaction with number of available channels

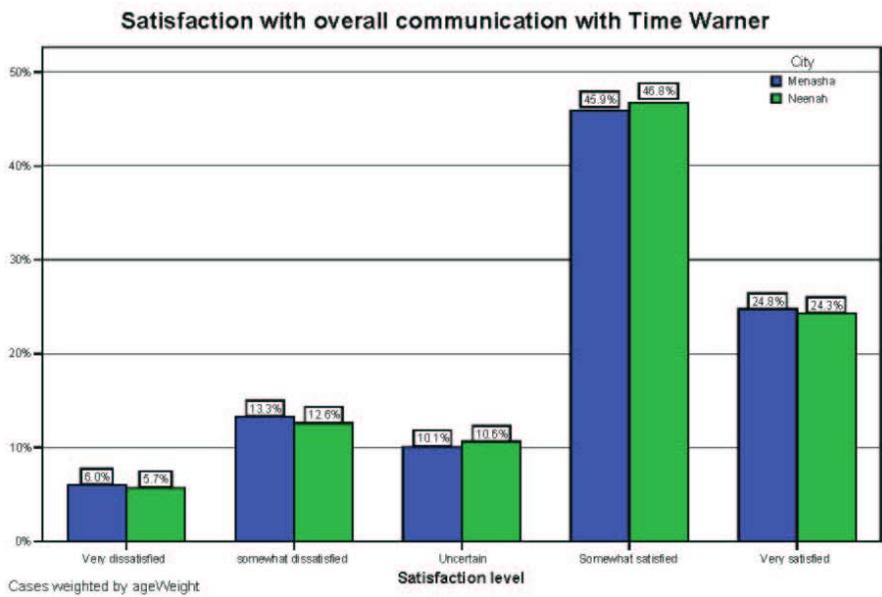
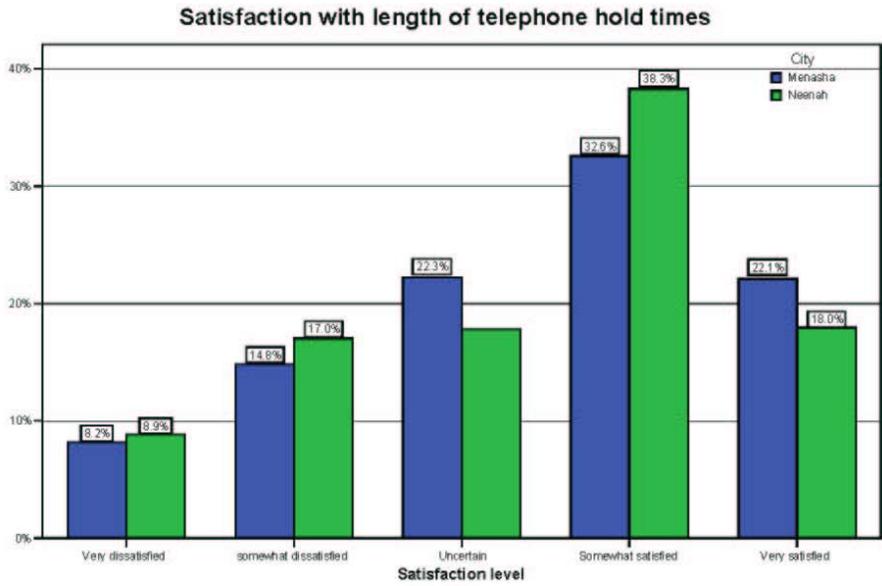






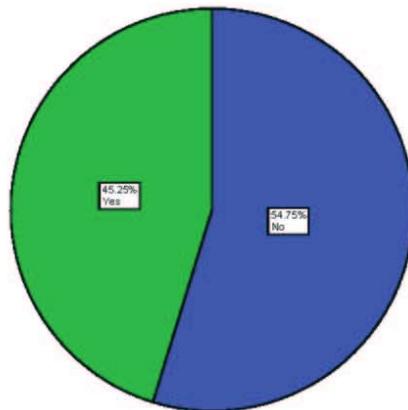




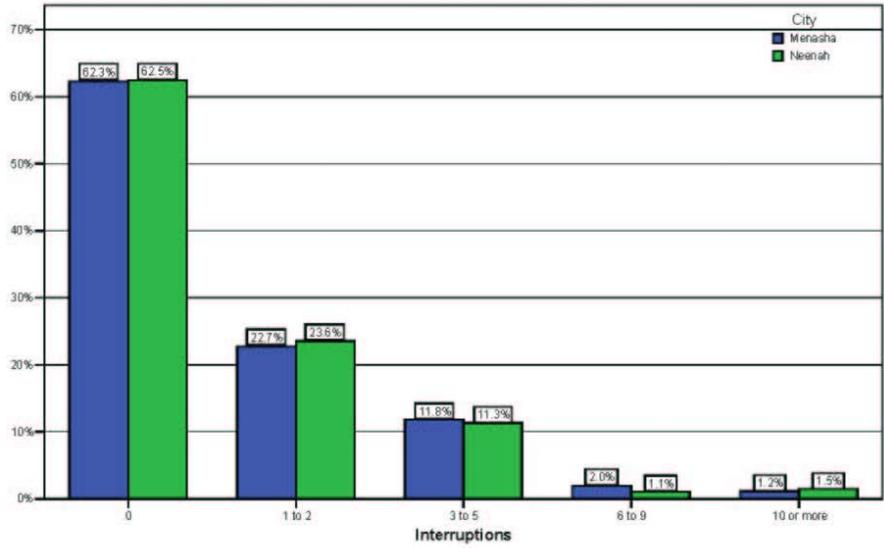




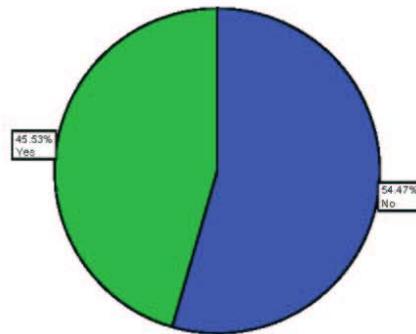
**Has cable been interrupted for more than 15 minutes in the last two years?**

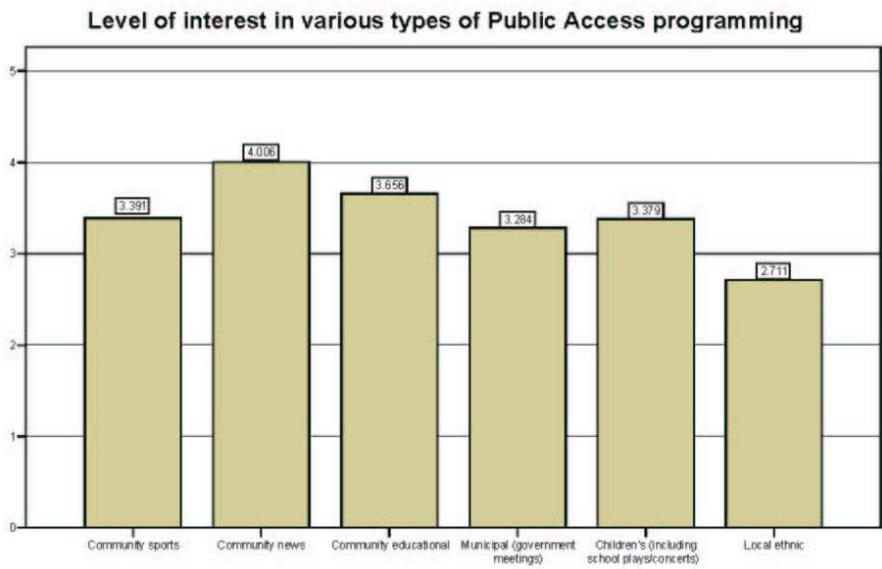
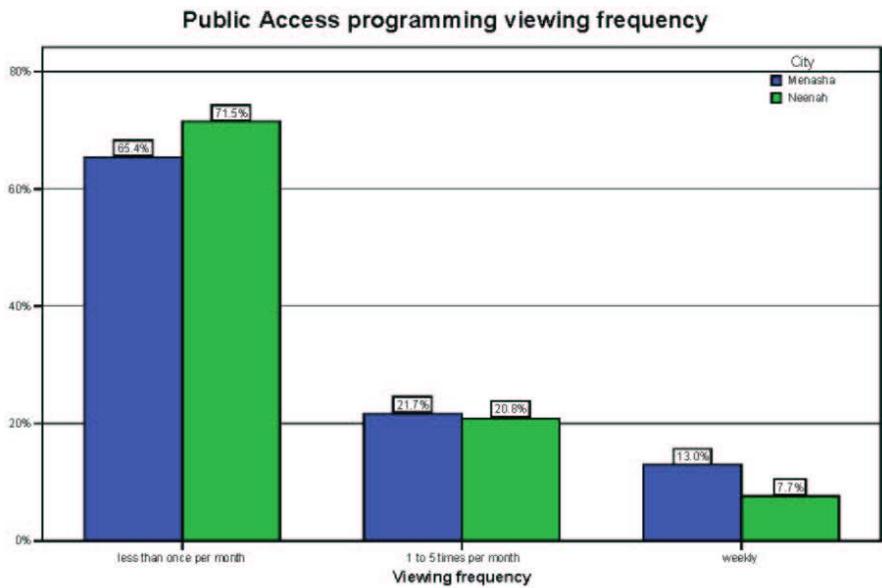


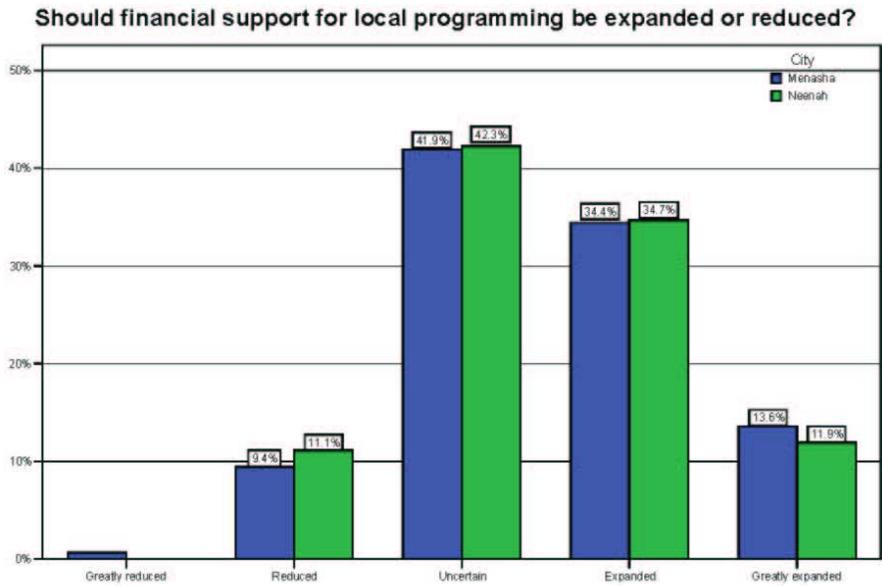
Number of times cable has been out for more than 15 minutes in last two years?



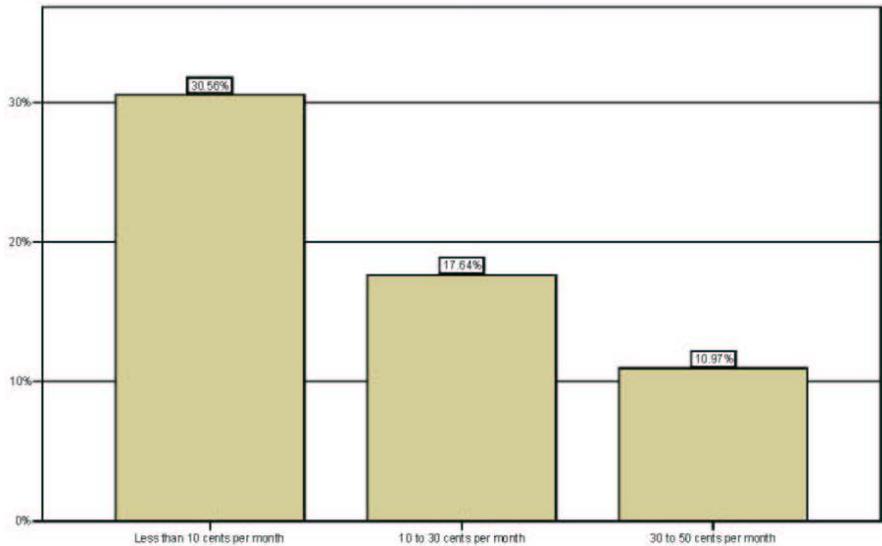
Have you watched Public Access programming in the last two years?







**Support for expanding Public Access programming at additional costs per month**



**Exhibit B – Residential Survey  
Crosstabs**

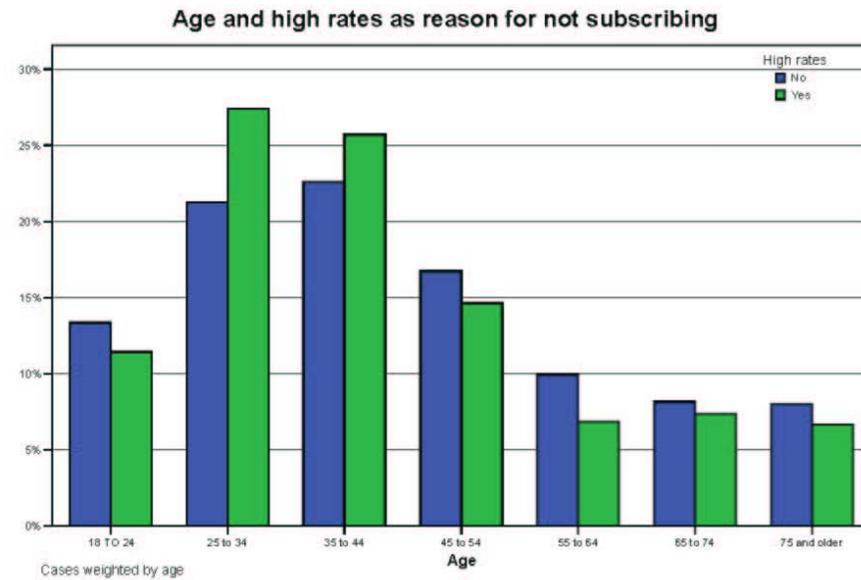
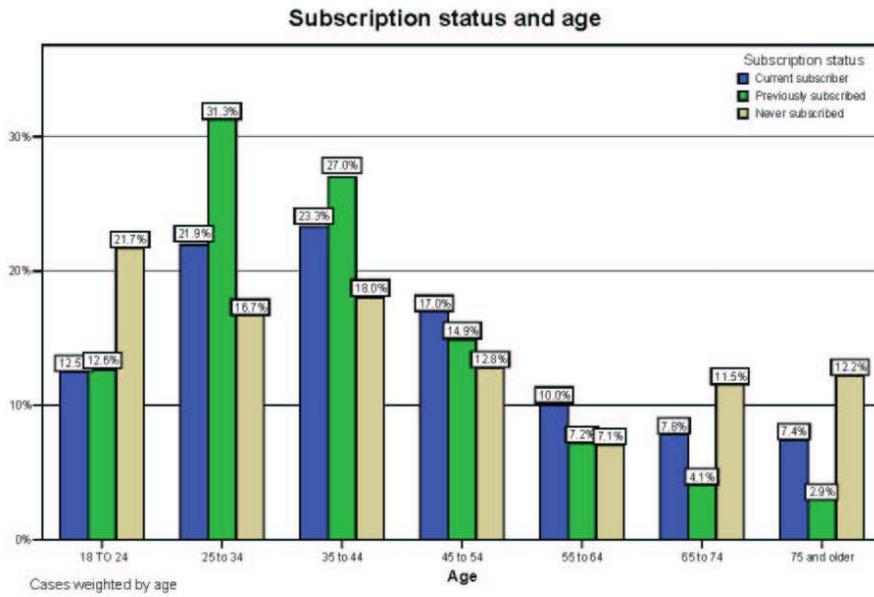
Virchow, Krause & Company, LLP

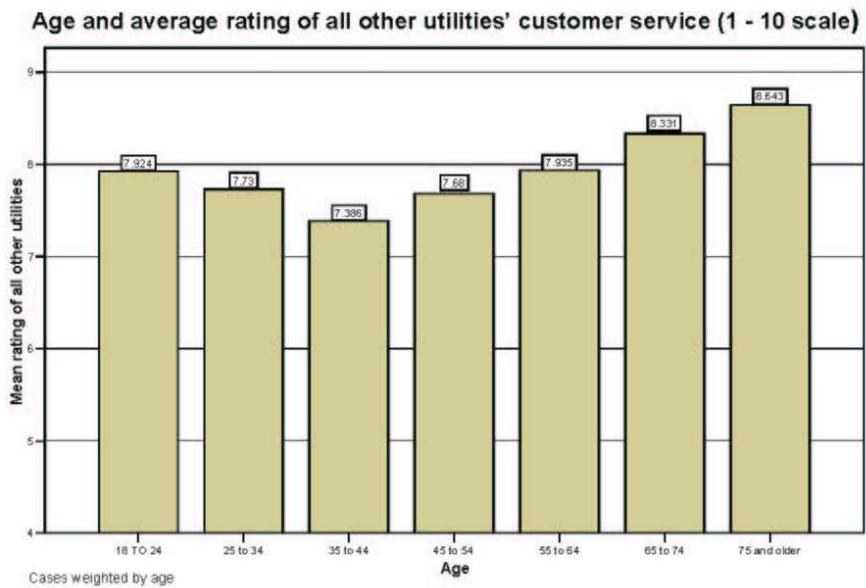
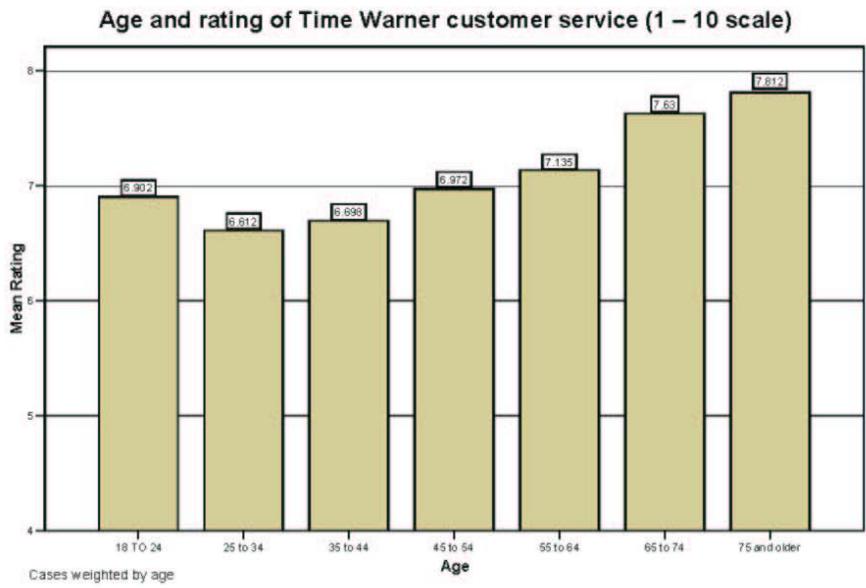
**Exhibit B  
Residential Survey  
Crosstabs**

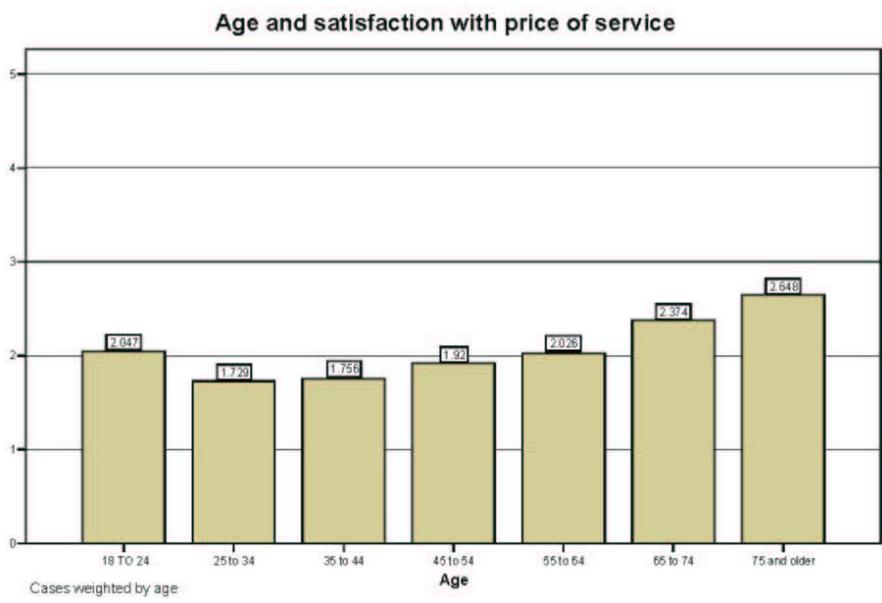
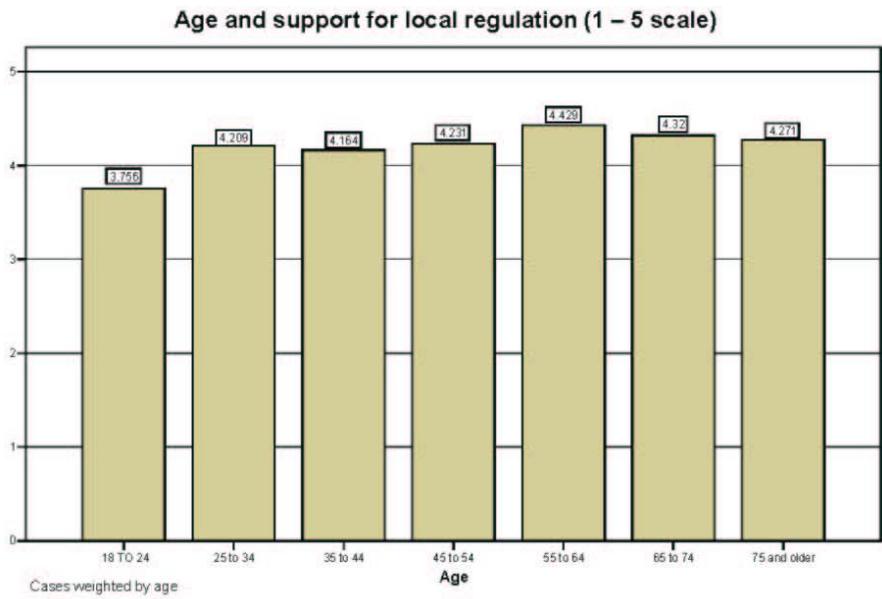
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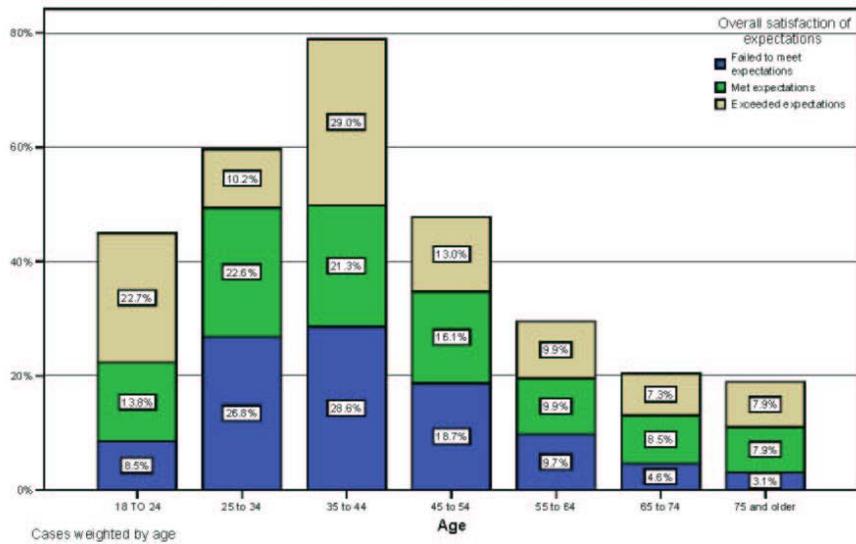
Virchow, Krause & Company, LLP



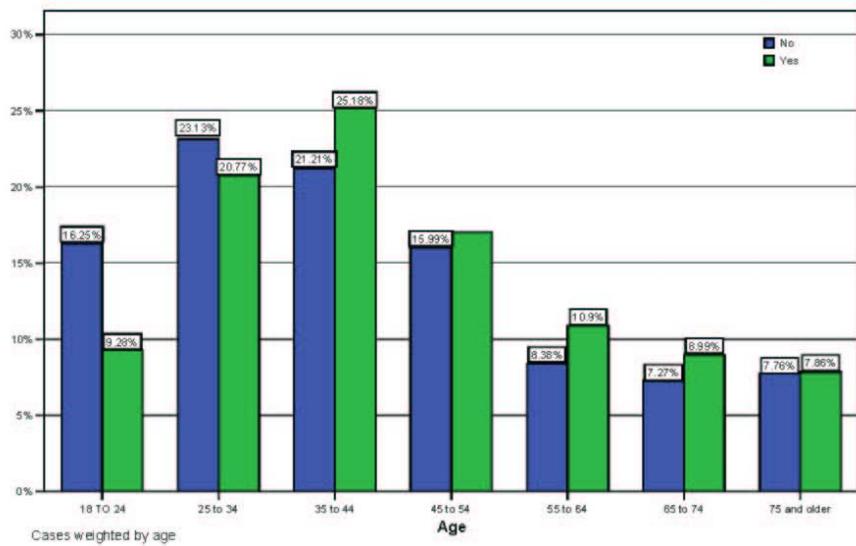


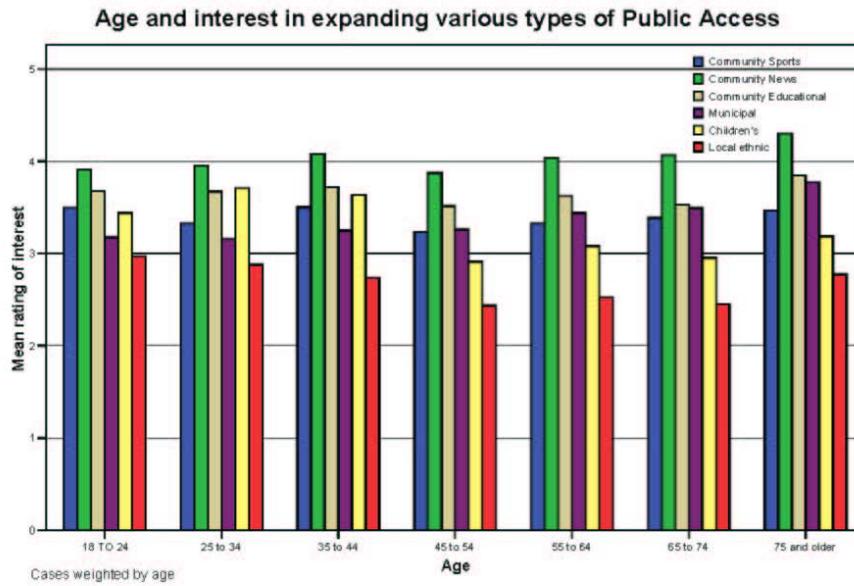
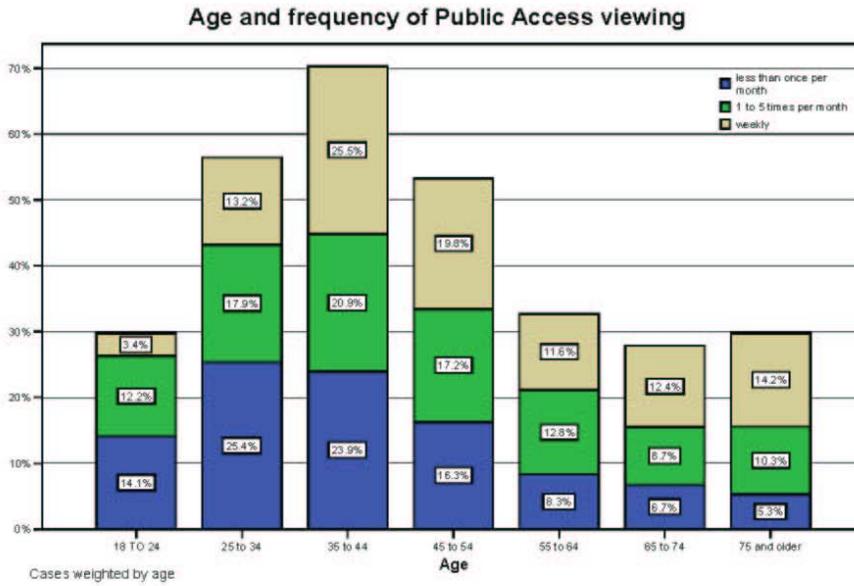


Age and overall satisfaction with price of service

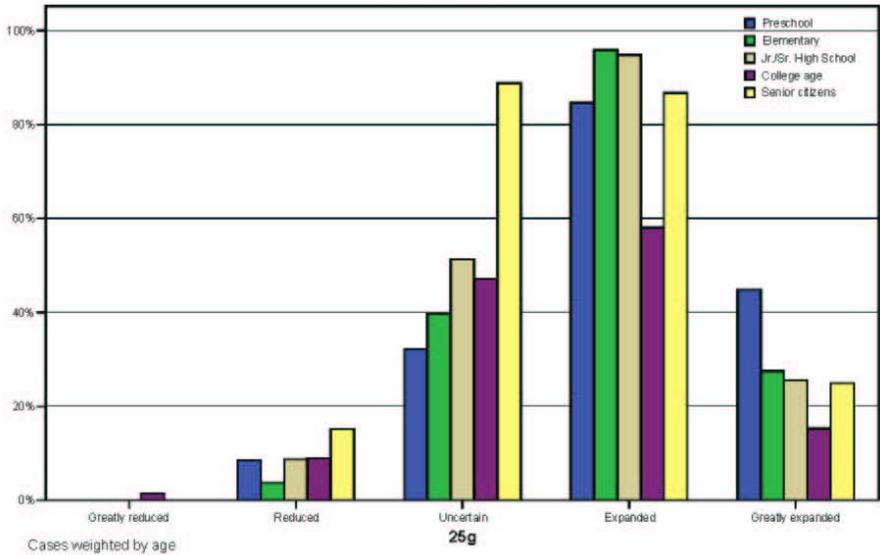


Age and those who have watched Public Access within last two years

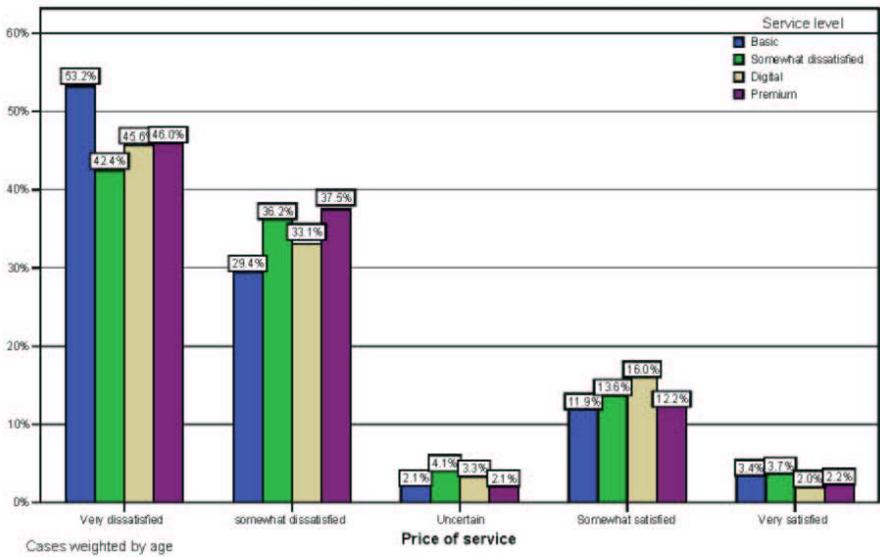




Interest in expansion of Public Access and presence of children/seniors in household



Level of service and satisfaction with price of service





City of Neenah  
City of Menasha



**Original Community Survey Questionnaire:**

Dear City of Neenah or Menasha Resident:

Time Warner Cable has asked Neenah and Menasha to renew its franchise to sell Cable TV service with the Cities under the provisions of the Federal Communications Law. As part of the franchise renewal process, the Cities of Neenah and Menasha are conducting this survey to measure satisfaction with cable television service. Please take a few moments to let the Cities know how you and members of your household feel about this issue. *Even if your household has never subscribed to cable, you can still help by completing the first eight questions.*

The Cities will also hold hearing to allow public comment on cable service in both cities later in the spring of 2003, after results of this survey are obtained. We welcome your input at the hearings, as well as through this survey. Thanks for your assistance.

1. What is the subscriber status of your household?  
 Currently subscribe to Time-Warner Cable.  
How many years? \_\_\_\_\_. (Skip to Question 3.)  
 Previously subscribed to cable  
 Never subscribed to cable

2. If you don't currently subscribe to Time-Warner Cable, what are your reasons? (please check all that apply)  
 Rates are too high  
 Don't watch much TV  
 Customer service is poor  
 Satisfied with broadcast TV  
 Don't like cable programming  
 Cable not available to me  
 Picture quality is poor  
 Have satellite television  
 Other reasons (please list)  
\_\_\_\_\_  
\_\_\_\_\_

3. Please check your age category:  
 18 to 24                       25 to 34  
 35 to 44                       45 to 54  
 55 to 64                       65 to 74  
 75 and older

4. How many persons live in your household?  
\_\_\_\_\_

5. How many in household are preschool age? \_\_\_\_  
Elementary school? \_\_\_\_ Jr./Sr. High  
School? \_\_\_\_ In college or interested in  
attending? \_\_\_\_

6. How many sr. citizens are in your household?  
\_\_\_\_\_

7. Are you \_\_\_\_ male or \_\_\_\_ female?

8. Check one: Do you:  
 Own your home     Rent your home

**For current and former subscribers only:**

9. What is your current cable service (*ck all that apply*)?  
 Basic Service (Channels 2-13)  
 Standard Service (Channels 14-99)  
 Digital Service (Channels above 100)  
 Premium Services (Like HBO, Cinemax, etc.)

10. On a scale of 1 to 10 with 1 being terrible and 10 being outstanding, and without considering cost, how would you rate Time Warner's overall customer service? (*Customer services means non-programming services such as installation, repair, billing and telephone response.*) \_\_\_\_

11. On the same 1 to 10 scale and without considering cost, please rate the overall customer service of Neenah's Water Utility. \_\_\_\_ or Menasha Utilities \_\_\_\_

12. On the same scale and without considering cost, please rate overall customer service of your telephone company: \_\_\_\_, electric and gas utility: \_\_\_\_

13. Have you subscribed to cable in another city?  
 Yes     No

- a. If yes, please indicate which cable company provided your service:  
\_\_\_\_\_

- b. On the same 1 to 10 scale, please rate overall quality of service you received from this other cable company: \_\_\_\_\_.

14. Using the same 1 to 10 scale, please rate the following aspects of Time Warner's service.

- |   |   |
|---|---|
| <input type="checkbox"/> Picture quality    | <input type="checkbox"/> Sound quality      |
| <input type="checkbox"/> Repair service     | <input type="checkbox"/> Billing practices  |
| <input type="checkbox"/> System reliability | <input type="checkbox"/> Telephone response |
| <input type="checkbox"/> Converter device   | <input type="checkbox"/> Installation       |

**CITIES OF NEENAH & MENASHA**

CATV Citizen Questionnaire

January, 2003

15. For Time Warner cable service only, have you found any of the following problems within the last two years? (check all that apply):

- |   |   |
|---|---|
| <input type="checkbox"/> Picture quality    | <input type="checkbox"/> Sound quality      |
| <input type="checkbox"/> Repair service     | <input type="checkbox"/> Billing practices  |
| <input type="checkbox"/> System reliability | <input type="checkbox"/> Telephone response |
| <input type="checkbox"/> Converter device   | <input type="checkbox"/> Installation       |

(Please explain as needed): \_\_\_\_\_

16. Did you contact Time Warner to complain about the above problems(s)?  (yes)  (no) If "yes", how satisfied were you with Time Warner's response?

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

17. Do you favor local regulation of Time Warner's prices if the Cities have authority to do so?

- |  |  |
|--|--|
| <input type="checkbox"/> Highly favor  | <input type="checkbox"/> Somewhat favor  |
| <input type="checkbox"/> Uncertain     | <input type="checkbox"/> Somewhat oppose |
| <input type="checkbox"/> Highly oppose |  |

*(Please note, under current federal law, local governments have limited authority to regulate rates.)*

18. Please rate the following:

**a. Number of Channels Available**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**b. Variety of Programming Available**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**c. Price of Cable Service**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**d. Accuracy of Your Bill:**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**e. Ability to understand your cable bill**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**f. Quality of Time Warner's answers to billing question.**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know / NA       |

**g. Friendliness of Time Warner's employees.**

- |   |  |
|---|--|
| <input type="checkbox"/> Very Satisfied | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain      | <input type="checkbox"/> Somewhat dissatisfied |

Very dissatisfied  Don't know / NA

**h. Time Warner's ability to resolve your cable problems.**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know / NA       |

**i. Ability to get through to Time Warner's office by telephone.**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know / NA       |

**j. Length of time left on hold.**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied |  |

**k. Your overall satisfaction communicating with Time Warner.**

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know / NA       |

**l. Overall, Time Warner Cable has**

- |   |
|---|
| <input type="checkbox"/> Exceeded your expectations for cable service   |
| <input type="checkbox"/> Met your expectations for cable service        |
| <input type="checkbox"/> Failed to meet expectations for cable services |

19. Are there any cable channels or services not presently offered by Time Warner that you would like to see made available? *(please list)*

\_\_\_\_\_

\_\_\_\_\_

20. Are there current channels or services now being offered by Time Warner, which you wish, were dropped from Time Warner's channel lineup?

\_\_\_\_\_

\_\_\_\_\_

21. In the past 2 years, has cable gone out for 15 minutes or more?  Yes.  No.

a. Please indicate the number of times in past 2 years cable has gone out for 15 minutes or longer: \_\_\_\_\_

b. Did you contact Time Warner about the outage?  Yes  No.

c. Rate your satisfaction with time taken to restore your service.

- |  |  |
|--|--|
| <input type="checkbox"/> Very Satisfied    | <input type="checkbox"/> Somewhat Satisfied    |
| <input type="checkbox"/> Uncertain         | <input type="checkbox"/> Somewhat dissatisfied |
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know / NA       |

22. Have you watched public access programming (Channel 2) in the past year?  Yes  No.

**CITIES OF NEENAH & MENASHA**

CATV Citizen Questionnaire

January, 2003

23. Please describe your frequency viewing public access programming (Channel 2):

- Often (weekly)
- Frequently (1 to 5 times per month)
- Seldom (less than once per month)

24. Please rate the following for public access programming (Channel 2):

**a. Picture Quality**

- Very Satisfied       Somewhat Satisfied
- Uncertain             Somewhat dissatisfied
- Very dissatisfied    Don't know / NA

**b. Sound Quality**

- Very Satisfied       Somewhat Satisfied
- Uncertain             Somewhat dissatisfied
- Very dissatisfied    Don't know / NA

**c. Overall quality of programming**

- Very Satisfied       Somewhat Satisfied
- Uncertain             Somewhat dissatisfied
- Very dissatisfied    Don't know / NA

**d. Value of public access programming to the community**

- Highly valued             Somewhat valued
- Uncertain                 Somewhat insignificant
- Very insignificant       Don't know / NA

25. The Cities of Neenah & Menasha are considering an expansion of public access programming. Please rate your interest in the following programming areas for public access programming:

**a. Community Sports (High School Sports)**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**b. Community News**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**c. Community Educational Programming**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**d. Municipal Programming (government meetings)**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**e. Children's programming (including school concert/play programming)**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**f. Local ethnic programming**

- Very Interested       Somewhat Interested
- Uncertain                Somewhat disinterested
- Not at all interested    Don't know / NA

**g. Should public, education & government programming be:**

- Greatly expanded       Expanded
- Left the same             Reduced
- Greatly reduced         Don't know / NA

**h. Should financial support for local programming be:**

- Greatly expanded       Expanded
- Left the same             Reduced
- Greatly reduced         Don't know / NA

26. Are you in favor of expanding public access programming if the cost for producing such programming increases your cable bill by:

- Less than 10 cents per month:  Yes  No
- 10 cents to 30 cents per month:  Yes  No
- 30 cents to 50 cents per month:  Yes  No
- Don't know/uncertain \_\_\_\_\_

If you have any further comments regarding cable service in Neenah or Menasha, please include them here, add on the back or attach a separate page.

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## **Appendix 3 – Council Telecast & Regional Access Studio Costs**



This report summarizes key information for a follow-up study performed by Tom Frantz, Director of Instructional Technology, of the University of Wisconsin Fox Valley at the request of the Neenah, Menasha, and Appleton city attorneys in August of 2004.

### **Charge:**

The city attorneys requested the development of more specific and current cost information for equipment and production costs necessary to telecast city council meetings in each city. The attorneys sought details about several different options and recommendations about the merits of each option.

The city attorneys also sought additional preliminary information about equipment costs associated with the establishment of a PEG channel possibly to be operated by UW Fox Valley for the communities as part of a regional inter-governmental agreement.

### **Council Meeting Telecasts:**

#### **Process:**

A site survey was performed at each city's council chambers. During the site survey room measurements were taken, room layouts sketched, lighting checked, audio systems checked, and so on. Photographs were also taken. Because Neenah will be renovating their council chambers, a review of the preliminary room designs and review of the blueprints was also performed. Additionally a review of the equipment specifications for Neenah's new audio system and a review of submitted vendor bids describing the equipment was also conducted. A list of questions and follow-up items was developed and provided to Joe Wenninger of the Neenah IS department about the audio system.

In addition to use by UW Fox Valley staff in preparing this report, site information and photographs was also provided to Camera Corner in Green Bay to corroborate preliminary feasibility studies (equipment lists, camera placement, etc.) originally done by UW Fox Valley staff and sent to the city attorneys in January 2004. Camera Corner was able to develop current equipment lists and cost projections. Camera Corner was selected for verification purposes because of their proximity and experience in working with the City of Oshkosh Community

Television (OCAT) on a similar system several years ago. Options, cost estimates & Pro's/Con's were compiled into an Excel spreadsheet and submitted to the city attorneys.

UW Fox Valley staff also prepared short video vignette examples of the various options on DVD/videotape. By doing this, decision-makers can get an idea of what the identified options would look like to viewers by watching actual council meetings. The DVD/video tape is available to city attorneys and city decision makers upon request.

**Response:**

The Excel spread sheet labeled City Council Options August 04 consists of several tabs—Suppositions, Equipment Details, Annual Costs, and Pro's/Con's

**Suppositions** identify several common starting points which are applicable to all three cities. For example, in developing the estimates it is presumed that each city council chambers has (or will have in place) a public address system that can provide a clean audio feed from all meeting participants (aldermen, mayor, city clerk, city attorney, etc.) into the television production equipment. Included is the ability to record proceedings for archival or record-keeping purposes.

Cost estimates do not include the cost of live transmission from the city council chambers to the Time Warner subscriber network. There are several methods (and several different technologies) available to accomplish this and the options may vary in practicality from one city to the next. Time Warner engineers should be consulted about the options available based on existing or proposed changes to their network infrastructure.

**Equipment Details** includes 3 options as a base for consideration. Additional options exist and would enhance or diminish capabilities described in the 3 base options.

- Option A is a “bare bones” basic approach to accomplish the objective. Option A uses one video camera placed in the rear of the room to cover all room activity.
- Option B is a three-camera/semi automated option. In this option cameras are strategically placed to provide best angle/shot coverage of participants. This option uses a single operator remotely controlling the three cameras and selecting the best possible shot for viewers.
- Option C is a three-camera manual option. In this option three cameras are strategically placed to provide best angle/shot coverage of participants. This option uses a crew of three or four operators (one at each camera plus one as a director/switcher operator to select the best possible shot for the viewers.

**Annual Cost** describes the anticipated annual cost projections for all three options (above) including consumables such as recording media and operating personnel. Actual costs may vary depending on meeting frequency, duration, etc. The projections do provide a means of comparing the ongoing operational costs of the three options to each other.

**Option Pro's and Con's** describes the advantages and disadvantages of each of the three options.

While not discussed specifically within the Pro's/Con's section, there would be an advantage to all three cities exercising the same option. First, doing so would provide consistency of equipment making operations the same from one city to the next. This might lend to sharing of operators and/or better backup by personnel. Second, it would make trouble-shooting easier because with standardization comes greater familiarity with support personnel. Finally, standardization would facilitate a modest degree of equipment back-up. Should a key piece of equipment fail in once city, a back-up device could be borrowed from a neighboring city temporarily until the failed piece was restored to operating condition.

**Summary:**

It's very clear that Option A (single camera), while being very low cost, does not do a good job of showing what happens at the meeting. It is difficult to see who is talking and to see facial expressions for most participants. Visually it is not interesting and would likely not be watched by viewers.

Option B and Option C have nearly equal equipment costs and do a good job of showing what goes on during the meeting because of having multiple and strategically placed cameras which follow the dynamics of the meeting and provide good coverage of all participants. What separates these two options from each other are the ongoing annual costs. Option C becomes the most expensive option by virtue of requiring more personnel.

To the home viewer, Options B & C are nearly the same. Looking at the video vignettes produced to illustrate the options may be helpful to determine which option is best suited overall.

**PEG Access Channel**

**Process:**

UW Fox Valley staff spent time reading first Appleton's and then Neenah & Menasha's Cable Television Needs Assessment to become familiar with identified community needs. These reports provide key information about the need for a community-operated PEG channel and inadequacies of the current system.

Clearly, UW Fox Valley has some advantages, which make it a logical site to host the PEG functions as consideration of PEG begins. Among its key advantages are:

- Central location
- Highway access
- Public Awareness/Identity
- Long service hours of operation/good access for volunteers
- Existing television studio
- Television curriculum
- History of being responsive to community needs

- Established working relationship with local government, area schools, non-profit organizations
- Non-credit/Adult learner teaching mechanism
- Ability to foster inter-governmental/regional collaboration

Please recognize that development of one or more PEG (Public Educational Government) Access Channels is a more complex undertaking than recording council meetings because there are more functions performed by a PEG channel to consider. A PEG channel needs plans to address these key functional areas:

- Program Production
- Program Acquisition
- Playback of Programs
- Recruiting Volunteers
- Personnel
  - Paid
  - Volunteers
- Education/Training of citizen volunteers
- Equipment
  - Start-up
  - Ongoing/Repair & Replacement
- Annual Operating Costs
- Publicity / Promotion
- Citizen Access
- Programming Philosophy/Content restrictions

While synergies exist between UW Fox Valley's strengths and the list of PEG needs, this section of the report is not intended to address each and every aspect of creating a PEG channel. (Those steps will come later if the parties agree to advance further.)

Meeting the needs of PEG is a larger endeavor and may dovetail with what the campus can offer in some aspects but will require additional resources in others. UW Fox Valley has established its television studios to meet educational needs of a freshman/sophomore curriculum in broadcasting and to support video production needs of the campus. So addressing PEG needs transcends UW Fox Valley's core mission of education and the resources currently in place to support that mission.

At this time, this report will concentrate solely on a preliminary survey of equipment needed to support the PEG functions and compare that needed infrastructure with what UW Fox Valley currently has in place. The report will not address personnel costs, annual operating expenses or other areas necessary to support the PEG functions.

Oshkosh Community Access Television (OCAT) provided UW Fox Valley with equipment lists developed when OCAT upgraded its facilities resulting from Time Warner refranchise process in 2001. It should be pointed out that OCAT had an existing equipment infrastructure when it generated its equipment lists in 2001. The list furnished by OCAT did not *create* a PEG channel *from scratch*--some existing equipment items were re-used.

These OCAT equipment acquisition lists were broken down into general categories of functions:

- Master Control/Playback Operations,
- Studio Operations,
- Field Production,
- Editing

UW Fox Valley personnel then compared the OCAT lists with UW Fox Valley equipment lists to determine UW Fox Valley's current ability to support the PEG function. The age, condition, and quantity of existing UW Fox Valley equipment was taken into consideration. From the resulting list of needed equipment, prices were established by consulting the websites of various vendors UW Fox Valley routinely uses for equipment purchases to derive a ballpark estimate.

The resulting spreadsheet is called UW Fox Valley Equipment Proposal. The report consists of two tabs:

**UW Fox** tab contains the OCAT provided detailed equipment lists, whether the item was needed or not, current item price and extended price.

**OCAT Comparison** tab describes the generalized OCAT function and equipment costs for that PEG function.

Important notes:

- 1) The intent was to establish a general but very preliminary idea of what it would take to address PEG equipment needs based on OCAT's experience and UW Fox Valley's existing infrastructure. Actual costs will be different because Appleton, Menasha, and Neenah may identify different community needs and different response to address the needs (and the equipment needed) may ultimately emerge.
- 2) This is a "functional" approach to identifying costs for functional areas. It is not a definitive list of equipment or equipment specifications. Things may change once a more detailed survey and system engineering is performed.
- 3) Specific items on the OCAT list may no longer be available. If that is the case, a comparable substitute item has been identified if the item was deemed as needed to support the described function.
- 4) It is possible (indeed likely) that costs will vary based on the volume of equipment or the scope of the job when the project is put out for bid.
- 5) The cost projections do not include transmission equipment from UW Fox Valley to Time Warner's cable headend. Several transmission methods are possible and it would be advantageous to consult Time Warner engineers about which method is best based on location and existing/proposed infrastructure changes. Costs for relocating the PEG channel to UW Fox Valley (or elsewhere) and transmission between sites should be assigned in the new cable contract.

**Summary:**

Preliminary information suggest that there would be some significant equipment cost savings by locating a PEG channel at UW Fox Valley because of the University's existing equipment infrastructure. Coupled with the other advantages the campus offers (e.g. facility, location, curriculum, etc.), suggests continued exploration of this PEG option.



## **Common Council Telecast Options Suppositions**

- 1 Telecasts can tie into house audio systems
- 2 Provisions for recording
- 3 Live broadcasts necessitate transmission path via Cable, Video over IP, microwave (prices not included in Equipment Detail costs)
- 4 Does not include cost of modulator, microwave transmitter/antenna, CODEC or other transmission equipment.

## Common Council Telecast Equipment Cost Estimates

<b>Option A</b>	<i>Single Camera/Rear of Room</i>		
	<b>Description</b>	<b>Brand</b>	<b>ITEM</b>
	Camera	Sony	PD-170
	Tripod	Bogen	3011-BN
	DVD Recorder	Panasonic	DMR-E55K
	Wire/Connectors/Install		
	<b>TOTAL</b>		<b>4,395.00</b>

each city

<b>Option B</b>	<i>3 Camera Semi-Automated/Camera Corner</i>		
	Camera	Panasonic	WVCS854B
	Wall Mount	Panasonic	PWM4
	Controller	Panasonic	WV-CU360C
	Control Distributor	Panasonic	WJ-MP240C
	Rack Mount	Panasonic	ALTV244
	Mixer	Panasonic	AGMX70
	Triple Monitors	Marshall	V-R43P
	Dual Monitor	Marshall	V-R82P
	DVD-VCR (Playback)	JVC	HRXVC26
	DVD-VCR (Recorder)	JVC	SR-MV30U
	Titler	Videonics	TM3000
	Equipment Rack	Winsted	K8574
	Rack Shelf (locking)	Middle Atlantic	RC-3
	Rack Shelf (locking)	Middle Atlantic	RC-2
	Power Strips	Middle Atlantic	PD915R
	Installation		
	<b>TOTAL</b>		<b>23,972.66</b>

each city

<b>Option C</b>	<i>3 Camera Manually Operated</i>		
	DVD Recorder	Panasonic	DMR-E55K 350.00
	LCD Dual Monitor	Marshall	VR72P2C 1,800.00
	Equipment Rack	Starcase	600.00
	Keyboard Tray	Middle Atlantic	SS 84.00
	Cameras	Sony	PD-170

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				10,200.00
	Tripods	Bogen	3021 & 3433	855.00
	Switcher	Panasonic	AG-MX70	5,700.00
	LCD Quad Monitor	Marshall	R-44P	1,350.00
	Intercom System	ClearCom	PK-3	1,925.00
	Wire, connectors	Canare, Belden, Switchcraft, etc.		400.00
	Titler	Videonics	TM3000	1,600.00
	<b>TOTAL</b>			<b>24,864.00</b> <i>total</i>
		<i>Each City's Share</i>		<i>8,288.00</i>

**Common Council Telecast:**

Annual Operating Cost Per City <sup>1</sup>

<b>Options</b>		<b># in Crew</b>	<b>Personnel</b>	<b># of Hrs.</b>	<b>Estimate</b>	<b>Media</b>	<b>Anticipated Annual</b>
<b>A</b>	Single Camera in Back	1	\$25/hr.	115	\$2,850	\$500	\$3,375
<b>B</b>	Semi Automated 3 Cameras	1	\$25/hr.	115	\$2,850	\$500	\$3,375
<b>C</b>	Manual 3 Camera	3 or 4	\$150/hr.	115	\$17,250	\$500	\$17,750

<sup>1</sup> Estimates are based on the City of Appleton counsel telecast experience.

## **Common Council Telecast**

### *Option Pros and Cons*

#### **Option A      *One Camera Rear of Room***

##### **Advantages:**

Lowest Equipment Cost  
Low Personnel Operating Cost (\$25/hr.)

##### **Disadvantages**

Provides poorest coverage-Can't always see who is talking

#### **Option B      *3 Camera Automated (Camera Corner)***

##### **Advantages**

Good Coverage-Allows viewer to see who is talking  
Low Personnel Operating Cost (\$25.00/hr.)

##### **Disadvantages**

High initial equipment investment  
May be slightly mechanical on pans, tilts, zooms

#### **Option C      *3 Camera Manual Operators***

##### **Advantages**

Good coverage--allows viewer to see who is talking

##### **Disadvantages**

Moderate initial equipment investment (split between cities)  
Highest personnel costs (\$150/hr.)

**UW Fox Valley Equipment Proposal** (Based on OCAT Operations)

**Master Control/Playback Operations**

Qty	Item	Description	Item	Extended
8	AJ-D230H	Panasonic DVCPRO VTR	\$3,599.95.	28,799.60
4	RKSPAJ23	FEC rack kit for AJ-D230H VTR	215.95	863.8
4	RKPDUAL23	FEC dual rack adapter kit f/AJ-D230H VTR	39.5	158
20	DVP-NS715P	Sony DVD Player	\$79.99	1599.8
20	RC2	M/A rack shelf w/clamp down	\$41.95	839
1	TCD-IP	Leightronix Controller	4,399.95	4399.95
1	TCD-KNX	Leightronix interface for Knox Chameleon	93.5	93.5
2	TCD R/P	Leightronix MPEG Recorder/Player		
20	PRSYDVD	PRO-BUS Interface for DVP-NS715P	119.95	239.9
8	PRPAWR	PRO-BUS Interface for AJ-D230H VTR	119.95	2399
1	Chameleon64-V-UBAM	Knox 64 x 8 w/unbalanced mono audio	1,510.40	12,083.20
1	FPC	Knox front panel control	849.95	849.95
1	RPS	Knox redundant power supply	444.95	444.95
4	KV-20FS100	Sony 20" TV Monitor/Receiver	249.95	999.8
3	TVDSPW20-BK	Bretford Double Stud TV Mount	76.95	230.8
1	PP12224RS-75N	ADC Video Patch Panel	1168.95	11168.95
2	W-1074N	Carnare patch cables 12"		
2	BCJ-VWP	Carnare BNC patch adapter	5.4	10.8
2	CU-PB032H	Tascam 32 point 1/4" front RCA back	117.5	235
1	160A	DBX Audio Compresso/Limiter	599.95	599.95
2	VTM-100	Videotek Waveform Monitor/Vectorscope	849.95	1699.9
2	DRC-1	Videotek dual rack mount case		
1	DSR922	Motorola Digital satellite Receiver	549.95	549.95

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Qty	Item	Description	Item	Extended
1	DM-141A	Videotek RF Demodulator		
2	ST6000P	Marantz rack mount AM/FM tuner	255.99	511.98
2	LG-1	Burst Electronics logo inserter w/timer	629.95	1259.9
1	RKPM1341	FEC rack kit for Sony PVM1300 series	153.5	153.5
2	86071	Winsted rackmount shelf	59.95	119.9
7	86022	Winsted 78 3/4" rack frames	519.95	3,639.65
7	85060	Winsted standard base	139.5	979.65
1	85132	Winsted 78 3/4" side panels	284.5	284.5
2	85044	Winsted solid end top panel	49.95	99.9
3	85047	Winsted vented top panel w/fan bracket	99.5	298.5
3	10705	Winsted fan	59.95	179.85
2	85043	Winsted solid center panel	49.95	99.9
7	98706	Winsted 8 outlet strip w/power surge		
7	10710	Winsted 10 outlet vertical power strip	99.95	699.65
3	G8103	Winsted 100 piece panel screws	62.95	188.85
7	85352	Winsted lift off solid door w/vents	213.95	1497.65
3	RC-2	M/Z rack mount shelf w/lock down	49.95	149.85
1	IC-3 Starter Kit	Scala Info Channel 3 Core System	9,200	9,200
1	Player Expansion Kit	Scala Info Channel 3 2nd Player	3,000	3,000
				<b>Total \$ 90,629.03</b>

*Cities of Neenah & Menasha Cable Television Needs Assessment*

**Studio Operations**

Qty	Item	Description	Item	Extended
		Sony studio camera w/VCTU14, DXF51		
3	DSCD35SDPAC1	CAD50, CCUD50	DXCD50SDPAC1	17,000 51,000
3	CCZA-26MF100	Sony Camera Cable 100 feet		866 2,598
3	A20X8.6BRM	Fujinon Lens		2,900 8,700
3	MS-01	Fujinon Servo Zoom/Manual Focus Kit	MS-11	2,470 7,410
3	DXF-51	Sony Viewfinder	Included in PAC	
3	VCT-U14	Sony Tripod	Included in PAC	
3	CA-D50	Adaptor	Included in PAC	
3	CCU-D50	Sony Camer Adaptor	Included in PAC	
3	AC-550	Sony Camera Control unit	Included in PAC	
3	3061	Sony AC Power Adaptor	Included in PAC	
3	3061	Manfrotto Heavy Duty Tripod	3192 Kit	1,115 3,345
3	3274	Manfrotto Heavy Duty Video Head	include in 3192 Kit	
3	3067	Manfrotto Video Dolly		250 750
1	DFS-700A	Sony Digital Switcher		16,500 16,500
1	BKDF-701	Sony SDI Input Board		2,730 2,730
1	FC-4040	Kramer Composite to Component Transcoder		1,099 1,099
3	AJ-D455	Panasonic Edit VTR w SDI		8,400 8,400
3	AJ-YA455P	Panasonic Serial Digital Interface board		2,000 6,000
3	RKSPAJ44	FEC rack mount kits f/AJD455	RSK-DVC & RAK-750	273 819
1	AG-A850	Panasonic Edit Controller		2,800 2,800
4	YD-DB9MM15	BTX RS422 cable 15'		
1	DMR-E95HS	Panasonic DVD Recorder		800 800

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Qty	Item	Description	Item	Extended
1	DVP-NS725B	Sony DVD Player Leitch Frame Sync for DVD Player/Remote	120	120
2	DPS-575	Feed Kramer Y/C Switcher for input to Frame Sync	Prime Image 50II 1,400	2,800
1	VS-2081S	Don't Need Tascam CD/Cassette Player		
1	CD-A500	Don't Need		
1	CD-160	Tascam CD Player		
1	1604-VLZPRO	Mackie Pro Audio Mixer		
1	FBS-9F-200	TECNEC audio snake		
4	ECM-66B	Sony Lavalier Microphones	ECM-55B 325	1,300
1	MDR-7509	Sony Studio Headphones		
2	LSR25P	JBL Monitor Speakers		
2	FLS-450ND	Lowel Fluo-Tec Fluorescent Fixture	880	1,760
1	FLS-250ND	Lowel Fluo-Tec Fluorescent Fixture	715	715
14	FLS-55TU	Lowel Fluorescent Lamp	30	420
1	PPI2224RS-75N	ADC Video Patch Panel		
2	W-1074N	Canare patch cables 12"		
2	BCJ-VWP	Canare DNC patch adaptor		
2	CU-PB032H	Tascam 32 point 1/4" front RCA back		
4	BP-1002	Telex intercom belt pack 1 ch	Clear Com RS-501 238	952
6	PH-88	Telex Headsets	Clear Com CC-95 186	1,116
1	AN-100	Anchor Powered Speaker for Intercom in Control Rm		
1	KV-13FS110	Sony 13" TV Monitor/Receiver (Air Monitor)	160	160

*Cities of Neenah & Menasha Cable Television Needs Assessment*

Qty	Item	Description	Item	Extended
2	KV-20FV300	Sony 20" TV Monitor/Receiver (Program/Preview)	290	580
2	TVDSPW27-BK	Bretford Double Stud TV Mounts	78.5	157
3	V-R53P	Marshall Triple 5" LCD Monitor Rack	1,700	5,100
1	K-8618	Winsted 4 bay console w/ 10 1/2" slope mod	Don't Need	
2	86031	Winsted base & 10 1/2" slope module	Don't Need	
2	85060	Winsted std pedestal	Don't Need	
2	85040	Winsted center top panel	Don't Need	
2	86087	Winsted 19 1/4" editor shelf	Don't Need	
2	85586	Winsted 19 1/4" laminated panel	Don't Need	
2	85148	Winsted 15 3/4" blank panel	Don't Need	
6	98706	Winsted 8 outlet strip w/surge protection	Don't Need	
6	G8583	Winsted 5 1/4" panel w/cooling fan	Don't Need	
3	RC3	M/A rackshelf w/clamp down	62.1	186.3
2	G8103	Winsted 100pc panel screws	62.95	125.9
<b>Total</b>				<b>\$ 128,443.20</b>

*Acquisition Equipment (Community Access)*

**Field Production**

Qty	Item	Description	Item	Extended
3	AG-DVX100	Panasonic DV Camera	Sony PD 170	10,260
3	CCS-100	Panasonic Soft Carry Cases	Don't Need	
3	AG-MC100G	Panasonic XLR Mic		
3	CGR-D28A/1B	Panasonic Batteries	NP-F960	315
1	AG-B15	Panasonic A/C Adaptor Kit	AC-V700A	94
2	ViP Go Kit 94	Lowel Light Kit	620	620

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Qty	Item	Description	Item	Extended
4	GCA	Lamps for above	8	32
2	GDA	Lamps for above	12	24
3	3011/501 BN	Manfrotto Video Tripod Kit	245	735
				<b>Total \$ 12,080.00</b>

*Editing Equipment*

**Editing**

			Item	Extended
2	Prestige	Casablanca Prestige nonlinear editor don't need		
2	LDC1550V	NEC 15" XGA flat panel monitor don't need		
4	AJ-D455	Panasonic DVCPRO VTR don't need		
4	RKSPAJ44	FEC rack mount kits for Panasonic AJ-D455 don't need		
2	AJ-YAD455P	Panasonic Firewire Interface Boards don't need		
2	AG-A850	Panasonic Edit Controller don't need		
6	YD-DB9MM15	BTX RS422 cable 15' don't need		
Cables & Installation materials			2,508	2,508 \$ 2,508.00
System Install Labor			24,000	24,000 \$ 24,000.00

**Grand Total \$ 257,660.23**

### **Oshkosh Community Access Television (OCAT) Comparison**

<b>Functional Area</b>	<b>Typical Equipment</b>	<b>Cost</b>
Master Control	Playback Equipment DVD, VCR's, Racks, Automation	\$77,156
Production Control	Studio Cameras, Tripods, Switcher, VCR, Racks, Monitors	148,290
Community Access Camcorders	Camcorders, microphones, lighting kit, tripods	14,885
Portable Remote	Digital VCR, intercom system, headsets	4,838
Meeting Room Equipment	DVD Recorders, Video/Data Projector	16,489
Government Access Camcorder Kit	Camcorder	11,550
Editing Equipment	Nonlinear editing, Digital VCRs, monitors, audio mixers	48,634
Dubbing Center	VCRs, DVD players/recorders, monitors, router	11,847
Cables & Materials	Wires, connectors, etc.	2,508
System Installation		24,000
	<b>TOTAL</b>	<b>\$360,197</b>