



MEMORANDUM

TO: City Council & the Mayor

FROM: Pamela A. Captain

SUBJECT: Public Access Broadcast on AT & T U-verse

DATE: January 26, 2010

Prior to my arrival discussions began among the city attorneys of the cities of Appleton, Green Bay, Neenah and Menasha and representatives from UW Fox Valley, Time Warner and AT & T relative to public access broadcast by AT & T. These discussions arose as a result of new video service being provided in the community by AT & T called U-verse. By law, AT & T is obliged to carry the public access channel similar to how Time Warner already carries the signal. The public access channel broadcasts the Common Council meetings to subscribers. While the new cable act requires new video service providers to carry a community's public access channel, it does not require the video service provider to pay for the cost of uploading the signal to their system.

The most cost effective way to accomplish the broadcast of the access channel in this community is to take the signal from the Time Warner feed and upload it directly to the AT & T U-verse system. This can be accomplished through our video producer, UW Fox Valley and they have agreed to so. Time Warner broadcasts in analog and AT & T broadcasts in digital. As a result, it is necessary to acquire equipment to translate the signal from analog to digital. A router is also required and UW Fox Valley has a surplus router that may be used without cost to the participating municipalities (approximately \$1,500 value). Finally, additional wiring is needed to connect the system to the closest AT & T connection point. This equipment and wiring is required in order to get the public access channel onto the AT & T U-verse system and has no other value to UW Fox Valley. Common council meetings will not be seen on the U-verse system without an investment in the necessary broadcast equipment.

The total anticipated cost of the equipment (\$3,346.96 digital encoder) and wiring (\$295) is \$3,641.96 to be divided up between the participating municipalities. If the above mentioned four municipalities split the cost, each community's share will be approximately \$910.49. There are ongoing discussions with other communities that benefit from uploading the signal to see if they are willing to participate in the costs.

You are being requested to authorize the City of Menasha to participate in the payment of costs not to exceed \$910.49 to UW Fox Valley to acquire the necessary equipment and wiring to allow for the rebroadcast of the cable public access channel on the AT & T U-verse system with the funds to come from the Common Council budget.

**Placement of cities' equipment
in a building designated by the Cities
that has Time Warner service.**

Site 1 - Appleton & Green Bay

Site 2- Neenah & Menasha

