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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2006-0177 Communication In Committee

Time Warner Cable communication announcing the addition of their Family Choice tier which will include 15 family friendly channels effective March 30, 2006.

Introduced: 4/4/2006

Controlling Body: License & Health Committee

PLACE ON FILE

COMMITTEE RECOMMENDATION

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
APR 04 2006			Barczak				
			Czaplewski				✓
		✓	Dobrowski	✓			
			Kopplin	✓			
			Lajsic				
		✓	Narlock	✓			
			Reinke				
			Sengstock	✓			
		Vitale					
		Weigel					
		TOTAL		4			1

SIGNATURE OF COMMITTEE MEMBER

Kurt Kopplin

Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
APR 04 2006			Barczak				
			Czaplewski				
		✓	Dobrowski				
		✓	Kopplin				
			Lajsic				
			Narlock				
			Reinke				
			Sengstock				
		Vitale					
		Weigel					
		TOTAL					

UNANIMOUS

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Bev Greenberg
Vice President
Public Affairs



March 27, 2006

Mayor Jeannette Bell
City of West Allis
7525 W. Greenfield Ave.
West Allis, WI 53214

Dear Mayor Bell:

Time Warner Cable and the cable industry have a longstanding commitment to addressing parents' concerns about what they and their children see on television. Time Warner Cable already provides a solution for customers by offering a digital set-top box with parental controls. On Thursday, March 30, 2006 we will launch **Family Choice**, a new level of video service for customers who want an additional way to address and control family viewing choices.

The new **Family Choice** tier will include 15 family friendly channels. These include: Boomerang; C-SPAN 2; C-SPAN 3; CNN Headline News; The Science Channel; Discovery Kids; Disney Channel; DIY Network; Fit TV; Food Network; HGTV; La Familia; Nick Games & Sports (GAS); The Weather Channel; and Toon Disney.

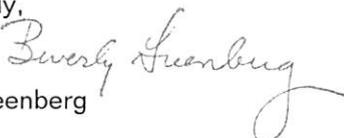
Our goal was to provide customers with a package of programming they could reasonably assume would not contain any content that might be objectionable for younger viewers in the household. We used four guiding principles to help us achieve that goal:

1. The network should carry G-rated programming 24 hours a day wherever ratings are available.
2. When the programming carried is not rated it must be generally perceived as acceptable for the entire family to view. We used the networks' self-applied program descriptions, TV guide listings and content clauses in our contracts to make a determination in this area.
3. Generally no channels that consist of live entertainment programming.
4. The channel should be widely distributed, therefore recognizable to most of our customers.

The **Family Choice** tier will be available to all Time Warner Cable customers for \$12.99. In order to receive the **Family Choice** tier customers must subscribe to basic cable service (approximately \$16.50 per month), have a digital converter (\$7.95 per month with remote control) on each TV receiving the **Family Choice** tier. The entire package cost is approximately \$29.49 for 42 channels, including one converter but not including taxes or franchise fees.

Time Warner Cable is committed to providing our customers with the latest in state-of-the-art technology, entertainment and information. To that end, we will continue to launch new products and services that will enhance their lives. Stay tuned for more exciting services later this year! Should you have any questions please feel free to contact me anytime at 414.277.4190.

Sincerely,


Bev Greenberg