



DEPARTMENT OF ADMINISTRATION & FINANCE
OFFICE OF CABLE COMMUNICATIONS

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To: License & Health Committee
From: Jerry Musial
Re: 2nd Quarter Funding Recommendations for the
West Allis Community Communications Corporation (WACCC)
Date: 9/1/09

The WACCC has been working with 61 members of the Wisconsin Association of PEG Channels to get legislation introduced in the State Legislature to protect access funding. They expect to get the legislation introduced in this session.

The WACCC Board held its Retreat in June. The WACCC participated in the "Spring into Action" sponsored by CAAD, and "West Allis Ala Carte" sponsored by the BID.

Six new members joined the WACCC in the second quarter. 65 programs were produced and eleven people went through their Producers, Field Production, Studio Production and Computer Editing workshops.

In order to secure extra funding the WACCC has chosen five foundations to target for grants. They are working on a "Your Voice Discount Card" with area businesses. And, they established "Metro Media Marketplace" to set aside time, which will be purchased by businesses to show infomercials.

It is staff's recommendation that the second quarter operating funds be allocated to the WACCC.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Jerry Musial".

Jerry Musial

Cc: Paul Ziehler