

59



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2003-0688	Communication	In Committee
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Time Warner Cable communication informing the City that Time Warner Cable-Milwaukee has created a new digital channel 1111 called Wisconsin on Demand (WioD), free to digital customers and will debut October 25, 2003, at Time Warner Cable's Field Day - their customer appreciation expo at Miller Park.

Introduced: 11/4/2003

Controlling Body: License & Health Committee

**COMMITTEE RECOMMENDATION** *Place on file*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>11-4-03</u>			Barczak	<input checked="" type="checkbox"/>			
			Czaplewski				
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic				
			Narlock				
			Reinke				
			Sengstock	<input checked="" type="checkbox"/>			
			Trudell				<input checked="" type="checkbox"/>
		Vitale		<input checked="" type="checkbox"/>			
		Weigel					
		TOTAL		<u>4</u>	<u>0</u>		<u>1</u>

**SIGNATURE OF COMMITTEE MEMBER (RECORDER)**

*Henry R. Barczak*  
 \_\_\_\_\_  
 Chair

\_\_\_\_\_  
 Vice-Chair

\_\_\_\_\_  
 Member

**COMMON COUNCIL ACTION** *Placed on file*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>11-4-03</u>			Barczak				
			Czaplewski				
			Kopplin				
			Lajsic				
			Narlock				
			Reinke				
			Sengstock				
			Trudell				
		Vitale					
		Weigel					
		TOTAL					

*Unanimous*

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bev.greenberg@twcable.com

Bev Greenberg  
Vice President  
Community/Government Relations



OFFICE OF THE MAYOR  
RECEIVED

OCT 27 2003

WEST ALLIS, WI

RECEIVED

OCT 28 2003

CITY OF WEST ALLIS  
CLERK/TREASURER

October 22, 2003

Mayor Jeannette Bell  
City of West Allis  
7525 W. Greenfield Ave.  
West Allis, WI53214

Dear Mayor Bell:

I am delighted to inform you that Time Warner Cable- Milwaukee has created a new channel called **Wisconsin on Demand** (WioD). This unique "On Demand" digital channel is the first of its kind in the country, and it's content is entirely local programming. Wisconsin on Demand, Channel 1111 will be free to Time Warner Cable's 200,000 digital customers and will debut October 25, 2003 at Time Warner Cable's Field Day - our customer appreciation expo at Miller Park.

The programming on WioD will be available only through cable television and it will give our viewers access to local entertainment they can't get anywhere else. Time Warner Cable is proud to promote our great state of Wisconsin with this unique channel offering.

Among the programs to be found on Channel 1111 will be plays and concerts from local theater groups and schools, forensics competitions, profiles of local candidates, community events like the Great Circus Parade, the High School Game of the Week, and sports features from Marquette, UW, Bucks, Brewers, and Packers. There will even be distance-learning classes from local colleges and universities. Channel 1111 is digital and uses state-of-the-art Video On Demand technology that makes it possible to view programs on your schedule and to pause, fast-forward or instant replay with one touch of the remote control.

We are also pleased to announce that WioD - Channel 1111 will also be launched in 70 communities serving 45,000 digital customers in Green Bay, WI. Time Warner Cable - Milwaukee is extremely excited to be the first to provide what we believe to be a product our customers will truly value. I hope to see you Saturday as we officially launch Wisconsin On Demand! As always, I can be reached at 414-277-4190.

Sincerely,

A handwritten signature in cursive script that reads 'Bev'.

Bev Greenberg  
Vice President, Public Affairs

cc: Jerry Musial