



DEPARTMENT OF ADMINISTRATION & FINANCE
OFFICE OF CABLE COMMUNICATIONS

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To: License & Health Committee
From: Jerry Musial
Re: 4th Quarter Funding Recommendations for the
West Allis Community Communications Corporation (WACCC)
Date: 2/27/10

The WACCC has been active in supporting legislation to extend access funding beyond the sunset date (January 1, 2011) set forth in Act 42, the state video franchising bill. State Rep. Hebl, Sun Prairie, has introduced legislation regarding PEG funding.

The WACCC has participated in community activities, such as the Christmas Parade and WA/WM Chamber of Commerce Holiday Fundraiser. They are also actively involved in fundraising through the Your Voice Discount Card. The card can be used at 17 restaurants where a 10 – 20% discount is then offered. On Tuesday and Thursdays they have instituted the Metro Media Market Place from 2-4am and then again from 2-4pm. Infomercial type programming is offered to businesses during these times.

In regards to programming and membership the WACCC had 8 people attend classes in November and December for field production, studio production and nonlinear editing. 62 programs were produced in the fourth quarter and 11 new members joined and 9 renewed membership in the WACCC.

I recommend providing 4th quarter funding for the WACCC.

Respectfully Submitted,

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

Jerry Musial

Cc: Paul Ziehler