



City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2007-0432 Communication In Committee

Video/Cable Communications Coordinator communication regarding 1st and 2nd Quarter Funding for the Educational Access operations.

Introduced: 7/3/2007

Controlling Body: License & Health Committee

COMMITTEE RECOMMENDATION

approval

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>7/3/07</u>			Barczak				
			Czaplewski				✓
			Dobrowski	✓			
			Kopplin	✓			
			Lajsic				
		✓	Narlock	✓			
	✓		Reinke				
			Sengstock	✓			
			Vitale				
			Weigel				
			TOTAL	<u>4</u>			<u>1</u>

SIGNATURE OF COMMITTEE MEMBER

Rust Kopplin _____ _____
 Chair Vice-Chair Member

COMMON COUNCIL ACTION **APPROVAL**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>JUL - 3 2007</u>			Barczak	✓			
			Czaplewski	✓			
			Dobrowski	✓			
	✓		Kopplin	✓			
			Lajsic	✓			
			Narlock	✓			
		✓	Reinke	✓			
			Sengstock	✓			
			Vitale				
			Weigel	✓			✓
			TOTAL	<u>9</u>			<u>1</u>



CITY OF WEST ALLIS

WISCONSIN



Department of Administration & Finance
Office of Cable Communications

JERRY MUSIAL
Video/Cable Communications Coordinator

To: License & Health Committee

From: Jerry Musial

Re: Combination 1st and 2nd Quarter Funding for Educational Access

Date: 6/26/07

As with the public access channel the school channel is experiencing equipment repair and replacement difficulties due to the lack of funding. They have expressed their disappointment to state legislators regarding the provisions that eliminate funding in the pending state franchising bills.

Although the District's Information Specialist oversees their channel's operation, none of the funding from the City pays his salary. The funds support video club activities, salaries of the club advisors, two part-time assistants, and the purchase of new equipment. That is why the elimination of the funding puts Channel 13 in jeopardy. The District would like to keep the channel going, but with revenue caps and declining enrollment it would be most difficult to replace the funds from the City.

Despite these setbacks the clubs have continued to produce programs. Most recently the Central and Hale High School graduations along with concerts, athletic events, class projects, student skits and others. Pending projects include taping Recreation Department activities, a Back-to-School video and a program promoting the District and West Allis to potential residents and District employees. They are planning to operate as long as the funding continues, which now would be through the end of 2007.

Superintendent Walchholz and the Public Information Officer hope that the District and City can partner to preserve Channel 13 and the valuable programming it provides and the opportunities it presents to the students.

It is staff's recommendation to continue the funding for the educational access operations.

Respectfully submitted,

Jerry Musial

Cc: Mayor Bell
Paul Ziehler