



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: 4th Quarter Funding Recommendations for the
West Allis Community Communications Corporation (WACCC)
Date: 1/30/08

Much of the fourth quarter for the WACCC was spent working with their state association of PEG channels to get funding favorable language in the state video franchising legislation, which was passed and signed by the Governor in December.

In keeping up with their regular activities the WACCC had a number of people attend the Producer's Class, Portable Production Workshop, Studio Production Workshop and Non-linear Editing Training. They also produced 47 programs between October and December. The NOW newspaper had an article about the threat to the WACCC's funding from the state video franchising legislation and one of their series, La Cuisine Du Garage, was featured in the December Milwaukee Magazine. Aging equipment failures still plague their production and playback capabilities.

Fundraising efforts in the fourth quarter resulted in a \$1,000 grant from the West Allis Women's Club, and they also had a Halloween fundraiser and sold pictures with Santa as part of the Downtown Holiday Stroll.

The WACCC is addressing their 2008 goals and objective along with developing alternative sources of funding as permitted in the state video franchising legislation. I recommend providing 4th quarter funding for the WACCC.

Respectfully Submitted,


Jerry Musial

Cc: Mayor Bell
Paul Ziehler