

WELCOME!

The Wisconsin Association of PEG Channels welcomes you to the 2007 Fall Workshop, Takin' It to the Capitol!

At last year's workshop we featured representatives from AT&T explaining their cable system called U-Verse. The central questions then were how does AT&T plan to carry our local PEG channels and what kind of state franchise legislation will be introduced in Wisconsin.

This year we know the terrible answers: AT&T plans to carry PEG channels like low-quality website video and the bill introduced by Rep. Phil Montgomery (R-Ashwaubenon) and Sen. Jeff Plale (D – Milwaukee) in April was designed to annihilate local access television in Wisconsin. Diligent lobbying efforts by WAPC and cities literally saved local access television for Wisconsin, but in a severely tattered state: this bill still contains no technical standards for PEG, no dedicated PEG funding, pushes AT&T equipment expenses onto PEG stations, and virtually shuts down the creation of any new access channels in the state. And that's not all.... If this bill passes, we will all suffer, some of our stations will close, and our communities will all feel the loss.

At this year's Fall Workshop, you'll be readied to take our message directly to your legislators. You'll get a status report, an update on the terrific new Illinois law, and a summary of our talking points. You'll hear lobbying advice from an experienced lawmaker. Then you'll walk over to the Capitol and make personal contact with an aide or with your legislator.

It's not our usual type of Fall Workshop, but it's not a usual kind of year. I hope we can all get back to business as usual soon – serving our communities as only local access stations can. But to make that bright future happen, our number one priority day in and day out must be saving PEG in Wisconsin. This workshop will help you be effective.

On Thursday, September 20, we're Takin' it to the Capitol – together. We're counting on you to be with us!



Mary Cardona
Executive Director

WAPC FALL WORKSHOP SCHEDULE

9:30 AM

Continental Breakfast

10:00 AM

Welcome

10:15 AM

Getting Ready

- Update on State Legislation
- The FABULOUS new Illinois law (We want what Illinois got!)
- WAPC's Talking Points

1 – 1:30 AM

Pointers for Effective Lobbying

Tim Cullen, Janesville native, former Democratic Senate Majority Leader and Secretary of the Dept. of Health and Social Services. Mr. Cullen recently retired from Cobalt Corporation as Senior Vice President and was elected to the Janesville School Board in April.

12:00 NOON

Catered Lunch

1:00 – 3:00 PM

Appointments with legislators

Make your appointments ahead of time with your Senate and Assembly representatives. WAPC will team you up with other members as needed.

Report back on your legislative meetings

What did you learn? After your appointment, return to City Channel to talk about your meeting

Informal tours of City Channel

Check out City Channel, Madison's government access channel

WORKSHOP LOCATION:

Madison City Channel 12
215 Martin Luther King Jr. Blvd Room 210
Madison, WI 53703

MAP



DIRECTIONS

I-90-94 exit 12 & 18 west; exit John Nolan Drive; 4th stoplight is Broom St, left onto Broom; next right onto Wilson; next left (wide left) onto South Hamilton Street; right onto Doty. Madison City Channel is located in the Madison Municipal Building at the corner of Doty and MLKing Blvd, one block east of Capitol. Parking available in Government East ramp at the corner of Doty St. and Pinckney St.

PARKING

<http://www.ci.madison.wi.us/parking/downtownMap.html>

REGISTRATION FORM

WAPC Fall Workshop 2007
City Channel 12

Thursday, September 20, 2007
Madison, Wisconsin

Name

Access Center

Address

Phone

E-Mail

Names of those joining you:

Sandwich options (number needed):

Turkey Beef Vegetarian

REGISTRATION FEES:

Member (first attendee): \$35 1 x \$35 = \$ 35

Member (add'l attendees): \$20 x \$20 = \$

Non-members: \$40/person x \$40 = \$

TOTAL \$

Make checks payable to **WAPC.**

Mail to: WAPC Workshop

c/o Madison City Channel

215 Martin Luther King Jr. Blvd, Room 210

Madison, WI 53703

Questions? Call Mary at WAPC at 608-215-5594

Registration Deadline: Monday, September 17

Don't forget to make appointments with your legislators!

WHAT IS WAPC?

WAPC is a professional member organization serving 48 public, education, and government access television stations in Wisconsin. WAPC offers networking opportunities, resource sharing, conferences, a listserv, a website, and regular legislative updates. During 2007, WAPC lobbied for provisions in state franchise legislation that would continue current support for these local channels with some significant successes. WAPC is working to promote the same legislation Illinois recently passed that supports PEG, consumer rights, and local control over rights of way. Our top legislative priorities continue to be:

1. An up to 1% PEG fee with grandfathering of amounts over that level.
2. Technical standards for PEG channels that would require our local channels to be carried at the same quality as commercial channels.
3. A requirement that video providers pay for any special equipment needed to convert our signals to non-standard carriage protocols.

Our PEG channels keep our communities connected. WAPC needs your help to create a future for local speech.

See our website at www.wapconline.com for membership information. See www.saveaccesswisconsin.org for information on state franchise legislation.

Thanks to Brad Clark and his staff at City Channel for hosting this year's Fall Workshop and for preparing this brochure.

2007 – 2008 WAPC Board of Directors

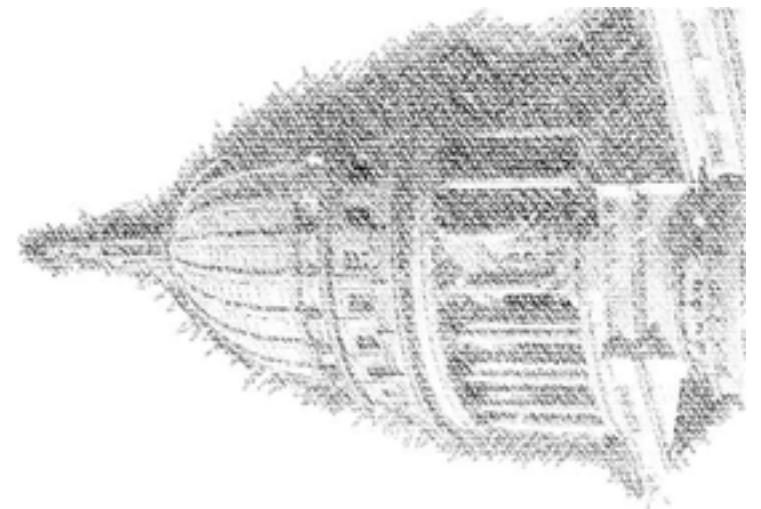
Joel Desprez, Eau Claire - President, Public Policy Chair
Judi Kneece, Janesville - Vice-President, Conference Chair
John Quirk, Stevens Point - Secretary
Deb Brunett, Merrill - Treasurer, Finance Chair
Brad Clark, Madison - Public Policy Committee
John Jordan, Wausau - Public Policy Committee
Dan Kummer, Marshfield - Finance Committee
Galen Lingl, Mauston - Membership and Finance Committees
Alan Luckett, Whitewater - Communications & Resources Cmte
Scott Mealiff, Sheboygan - Communications & Resources Chair
Mary Shanahan Spanic, West Allis - Membership Committee
Pam Steitz, Sun Prairie - Public Policy Committee
Dawn Wills, River Falls - Membership Chair

Non-board committee assignments:

Public Policy – Jon Urben, Oshkosh, Nate Skoog, Hudson

Communications & Resources – Gray Miller, Madison Schools, Cameron Thompson, Sun Prairie

Membership – Kate Welter, Reedsburg



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TAKIN' IT TO THE CAPITOL
WAPC FALL WORKSHOP Madison City Channel
Thursday, September 20 9:30 – 3 pm