

Advocate to Update Community TV



On October 4, WCM members participated in our first-ever Advocacy Day at the Capitol. Our members visited legislators and explained our three legislative priorities. It was a wonderful day of meetings. Many had the chance to speak directly to their assembly members or senators; others explained our legislative goals to attentive legislative staff. All in all, our message was well-received and we look forward to growing these relationships in the coming weeks and months. Here's what we talked about:

[Summary of the three legislative priorities.](#)

Policy Proposal 1: Require cable companies to include Community TV program listings in the Electronic Program Guide so viewers can find out what's on community TV and record programs.

[More information on EPG.](#)

Policy Proposal 2: Require video service providers to transmit Community TV channels with the same quality as the local broadcast stations in the line-up. Despite the fact that most Community TV is produced in HD, nearly all community TV is aired in SD and viewers are "turned off."

[More information on HD.](#)

Electronic Program Guide so subscribers can find and record community programs.

Second, *Cable companies should carry Community TV in HD. The way it's transmitted now discourages me from watching it because of the fuzzy reception.*

Third, *I'd like to support Community TV through my cable TV subscription. I think cities should be given the option to add a small user fee to cable bills.*

Please work with WCM to get legislation introduced. Thank you.

We are looking for bi-partisan sponsorship of this bill.

Contact Executive Director Mary Cardona at 608-215-5594 or at exec@wisconsincommunitymedia.com