

ASCERTAINMENT SUMMARY
WCCA TV 13 PUBLIC ACCESS

EXISTING HIGH LEVEL OF COMMUNITY SUPPORT FOR WCCA TV 13

The consistent high level of attendance of citizens at both, Public Service and Transportation hearings and Cable Advisory public hearings, in support of WCCA TV public access is a strong component demonstrating need, which is expressed in this ascertainment report.

Other evidence exists in the consistent growth experienced at WCCA TV in all phases of its public access operations. Such consistent growth areas are sited in membership, membership diversity, and the high volume of public access programs on TV 13 cable channel. The increased success of targeted initiative programs, outreach and community partnerships, training and use of relevant communication technology, community support and advocacy. Further, in addition to our overall community relationship, WCCA's relationship with the city administration and the city council has render many positive benefits to the community over the years as WCCA has partnered many times in targeted initiatives, facilitated municipal and cultural outreach and presented important news and information on a regularly and frequent basis.

The large number of positive press stories, hundreds of signatures petitioning support for WCCA, hundreds of letters and testimonials, awards and public accolades, further validates not only twenty of achievement and success but highlights the growing need to address such growth. This report provides a sampling of such record. Such a need inspires WCCA TV to look for ways to improve, economize and better meet community needs in an ever-changing technological environment.

IMPORTANT IMMEDIATE ASCERTAINMENT POINTS

TOP FIVE NEEDS TO SUSTAIN PUBLIC ACCESS

To continue to meet community need and to encourage a strong future for WCCA TV public access, the following are of most importance in the cable franchise renewal:

1. **Funding** from franchise and additional franchise license provisions: To fund the operations and meet equipment and technology convergence capital needs to the fullest, as allowed by law. Not less than what is equal to 5% of the cable provider annual gross revenues. In addition, WCCA TV projects a ten-year capital need of 1.4 million dollars to meet public access needs. Payment made on a timely basis.
2. **Additional public access channels** are needed with further additional set asides to meet future growth needs for the public access channel. An additional dedicated countywide public access channel including expanded access to INet. System designs must be upgraded to improve signal transmission.
3. **Broadband Set asides** capacity not less than the highest available for industry use or twenty percent of the digital spectrum. Gigabit or greater bandwidth with technological arena to include coax and fiber hybrids, and newly developed technologies for example, Wi-Fi and WiMax within in appropriate IEEE standards (WiFi at 802.11 spectrum at 5GHz, WiMAX at 3.65 GHz -5.8 GHz). Highest capacity available with a guarantee for future upgrades within the life of the franchise license. Including free modem connections. Also, provisions should address VOD access.
4. **Provisions for PEG access to "Preview Guide"** and to be included in cable marketing of program schedules.
5. **Stronger contract languages to ensure public access needs are met.**

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