

# WAPC



## Wisconsin Association of PEG Channels

*Serving the needs of public, education, and government cable access television stations since 1998.*

February 10, 2010

Dear Potential Member Station!

On behalf of the Wisconsin Association of PEG Channels Board of Directors and our members, I invite you to join WAPC!

WAPC is a 501(c)(6) professional organization for public, education, and government access stations operating in Wisconsin. Being a member means being part of a strong, active network of community television professionals who support each other every day and work together for a healthy future for community television in Wisconsin. When you join WAPC, you join as a station and all of your staff and volunteers become members and enjoy the perks of membership:

- **Member Listserv and Member Forum.** Members discuss technical and management issues, sell equipment, debate policy, and offer programming. The website Member Forum was begun in late 2009 and is just beginning to be used. Like the listserv, it provides an opportunity for member give and take, but it will become a permanent resource when the topics discussed are remain archived on the website.
- **Workshops and Conferences.** WAPC holds a one-day workshop each fall at an access station and a two-day conference each spring. Non-members are always welcome, but members receive a discount. Some of our five regions hold informal get-togethers. This year the Spring Conference will be held at the Ho-Chunk Casino and Hotel in Wisconsin Dells on Friday, April 30 and Saturday, May 1. The conference includes over a dozen workshops, a vendor show by 8 - 10 video equipment sellers, and a video fest featuring the best in community television across the state.
- **Program sharing.** Our stations learn about free programming from other members on the listserv and from the WAPC office, which is increasingly used as a central clearinghouse by non-profits that have programs to share.
- **Lobbying.** During the current State of Wisconsin legislative session, we have been working with Rep. Gary Hebl to pass the Cable Consumer Repair Bill (AB606), which is awaiting action in the Assembly Committee on Energy and Utilities (Chair – Rep. James Soletski, D – Green Bay) or the PEG-only version of AB606, just unveiled as LRB 3996. In 2007, WAPC lobbied the state legislature and succeeded in getting a few key improvements to the state franchise legislation (Video Competition Act) that became law in January 2008, but serious problems jeopardize the future of community television and Rep. Hebl's bill corrects them. In addition, WAPC supports Rep. Tammy Baldwin's Community Access Preservation Act (CAPA)(H. R. 3745). This bill would allow PEG fees to be used for any PEG-related purpose and require PEG channels to be carried in the same manner as local broadcast channels.
- **Video Fest.** Our annual Video Fest recognizes the best in homegrown programming from around the state. This year there are 140 entries. Producers are honored during the Spring Conference Video Fest banquet on Friday evening and take home trophies and certificates.

- **E-Mail Updates.** Members receive the latest state and national news about PEG from newspapers, magazines, government sources and blogs.
- **Member surveys.** Our biannual surveys cover salaries, equipment, funding, and management styles. The information is helpful to our member stations locally and in our state and national lobbying efforts.
- **Collaboration.** Through WAPC, our 62 member stations act together to protect and grow community television. For example, in 2008, WAPC stopped Charter's attempt to remove PEG from the basic analog tier – an action that would have left a huge number of subscribers without their local PEG channels. In 2010, we are looking forward to collaborations that will take advantage of economies of scale and develop new sources of income.
- **Connections to national community television organizations.** WAPC enjoys close relationships with the national Alliance for Community Media and the National Association of Telecommunications Officers and Advisors.
- **WAPC websites.** Information about WAPC and upcoming events can be found at [www.wapconline.com](http://www.wapconline.com). The "Members Only" section stores items like conference handouts and monthly board meeting minutes. Our second website, [www.saveaccessstwisconsin](http://www.saveaccessstwisconsin) focuses on the public interest issues we are championing on the state and federal levels.
- **The Wisconsin Community Television Times.** Since June 2009, this monthly e-newsletter has been highlighting the great work community television does in our local communities and the challenges it faces in the state and the nation.

### Don't wait to become a member!

When you join WAPC, you join a group of dedicated professionals working to make community television succeed every day. You no longer have to reinvent the wheel, wonder what's going on in the legislature, or take on daunting challenges on your own. You have a strong network behind you.

Join us. I know you and your community will benefit.

Sincerely,



Mary Cardona  
Executive Director

Attachment: Membership Form, Overview of community television legislation in Wisconsin

**Note:** Only our renewing memberships are due February 28. However, the sooner you join, the sooner you get the benefits of a year-long membership which runs through the end of March 2011.

Please don't hesitate to contact me if you have any questions. I can be reached at 608-215-5594 or [wapc@tds.net](mailto:wapc@tds.net).