



Tuesday evening meeting dates will no longer work starting in June 2024.

Next Meeting: Tuesday, May14th, 2024 at 6:00 pm at The Solarium.

## **8. Adjournment Motion**

**LaRon Davis, Station Manager**

## Waterloo Cable 991 & 992

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**Maureen Giese**

Mar 22, 2024,  
4:05 PM

to me

Laura, I have been appearing at the City Council meetings lately and also communicating with LaRon Davis about not seeing Waterloo City Council meetings and other Waterloo televised programs on the TV screen. LaRon said to get on the subscribed list and I did and can get all of the above on my computer connection. But I am wondering about all of the senior citizens and others who may not have that access and would like to see programs on Waterloo Cable 991 & 992.

I do not have a Smartphone as many of my senior friends do not have one either. But we do have television screens.

What can I do to encourage WLOO Cable to use Channels 991 & 992 for Waterloo programming as our close neighbors Lake Mills, etc. have clear and informative access to TV Screen local city cable programming?

Please discuss with LaRon and cite any informative motions/laws that are relative to this matter. Is money paid for the blank "One Moment Please, the Channel will be on shortly" or something like that?

Many thanks,

Maureen Giese



**Laura Cotting** <cottingel@gmail.com>

Mar 22, 2024,  
5:32 PM

to Maureen

Hello Maureen,

It's been years since we communicated with each other. I hope you have been well.

By coincidence (or perhaps not) you're bringing up an item that is already slated to be on next month's WLOO CATV Regulatory Board meeting Agenda. It's time for us to review the programming for channels 991/992.

I'd like to share some things with you in case you're interested in background information about WLOO's current direction and the challenges the station faces.

Like you, I'm a senior too. Of the zillion channels available on Cable TV there were only a few programs we enjoyed, so we decided they weren't worth the constantly increasing charges. We

dumped Cable TV several years ago and are fine with antenna TV. We still use Spectrum for the Internet. This cut our monthly cable bill by 2/3. Many other seniors (and many younger people too) that we know have made the same choices for the same reasons. I've learned this is a growing trend.

Since our viewers are moving away from cable TV in favor of the Internet, in increasing numbers daily, the station has spent a great deal of careful effort to go with the public's wishes and create an online presence. This especially benefits seniors because we can watch live events featuring loved ones on the station's YouTube channel from the comfort of our homes. I don't know about you but I've had my share of mobility issues, as have many of my senior friends. It's nice to be able to stay home on a bad day and not miss out.

The laws state that a percentage of Cable Franchise revenues be paid to local municipalities to maintain public access (PEG) channels. Laws mandate a Regulatory Board must oversee how those funds are spent. PEG channels must broadcast government meetings, as their resources allow. That's the part where some discretion on the part of Station Management and the Board is permitted. WLOO has always broadcasted School Board and City Council meetings, and has recently expanded the service to include Standing Committee meetings, since they occur on the same nights as Council meetings anyway and people were requesting it.

One of the biggest challenges to WLOO and thorn in the station's side for well over a decade has been hardware issues with its cable channels. Without going into excruciating detail, the problem is where WLOO broadcasting equipment connects to Spectrum's hardware. The Spectrum hardware is very outdated and no longer functions properly. It's downright embarrassing. Spectrum won't upgrade the connecting hardware unless WLOO pays them \$30-50 thousand dollars. We don't have that kind of money. And, if the station relocates again, we'd have to pay that fee all over again. We're hoping that as we grow, we will eventually have the budget to put more resources into our cable channels and we're also hoping that Spectrum changes its stance about this connection matter. We've reached out to other PEG channels statewide and many complain of similar problems.

Thanks for reading through all this. I feel better at least for getting it off my chest. I hope you feel your patience was rewarded. The bottom line is that the Board and I agree with you and will look into the matter, but if there's a technology problem on Spectrum's side at the bottom of it there is little we can do other than continuing with our membership in lobbying and advocacy organizations. Frustrating.

Best,

Laura Cotting  
WLOO CATV Regulatory Board Chair

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