



**TWO  
RIVERS**  
WISCONSIN

## INFORMATION SYSTEMS

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### MEMO

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**DATE:** 27 JUL 2022  
**TO:** City Council  
**FROM:** Rick Powell, I.T. Manager  
**SUBJECT:** Spectrum PEG Channel Proposal

- In short, Spectrum maintains the equipment for as long as we subscribe to the PEG channel.
- We also have the option at the end of the 3-year contract to sign for another contract term or go month-to-month (The advantage of the term being somewhat of a discount).  
Either way, Spectrum maintains the equipment for the connection.

Something to think about... It is difficult to justify the expense of this project. Sure, there are a handful of actual cable TV subscribers who will actually watch the channel, but certainly not nearly enough for a reasonable return on investment. The "wave of the future" is digital streaming, and any current cable channel viewership will only continue to decline. If one looks at what we air right now on a monthly basis (two council meetings and a work session) and does the math, we're looking at \$260 per broadcast. Some discussion was made to add other programming; though, no one knows what that will be and what it will require on our end in time and further investment in technology.

