



## Council Agenda Item

Meeting Date: March 25, 2024

Agenda Item: PEG Station Analytics and Cost

Staff Contact (name, email, phone): Taylor Zeinert [tzeinert@whitewater-wi.gov](mailto:tzeinert@whitewater-wi.gov) 262-473-0101

### BACKGROUND

(Enter the who, what, when, where, why)

At the last council meeting (2/20) Council Person Gerber requested the use and cost of the City's TV Station. The City of Whitewater has a PEG TV Station, also known as channel 990. PEG stands for Public, Education, and Government. This TV station broadcasts all things related to the Public, Education, and Government. This station is run 24/7 365 days a year. The TV station was dormant due to COVID-19 and was re-launched in August of 2023.

Since taking over the Media Services and the re-launch of the TV Station, I have been trying to reach out to Charter to see what the station's analytics are. I have asked our representative from Charter, Chris Crawford, to supply us with Analytics for Channel 990. Chris supplied us with the analytics for the City of Watertown. In an email to Chris, I noted that he sent us Watertown's analytics and not Whitewater's analytics. Chris later responded that he should not have sent us analytics and will not do so moving forward. (This email is attached to this memo)

I informed Christ that an elected official had requested this information and he has not gotten back to me with any analytical data.

I reached out to Alan Lockett, the PEG TV Station Manager for Janesville's PEG Station. He said that Chris also won't give him analytics; however, Janesville uses YouTube to estimate their analytics. I have attached our equivalent to YouTube, Vimeo, and recent analytics. (The analytics is attached to this memo)

In terms of the cost of the TV Station, I had Rachelle, the Finance Director, supply a spread sheet with the costs. (This spread sheet is attached to this memo)

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

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N/A

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ATTACHMENT(S) INCLUDED
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(If none, state N/A)
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Emails from Chris Crawford- Spectrum Representative
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Vimeo Analytics
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Expenses from the Finance Department
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