

From: [Crawford, Chris R](#)
To: [Taylor Zeinert](#)
Cc: [Green, Ernest L](#)
Subject: RE: PEG Station Analytics
Date: Thursday, February 8, 2024 2:02:18 PM
Attachments: [image003.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image011.png](#)

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Hi Taylor,

I reached out to my video team on this. Generally we have no obligation to provide this information for PEG channels and they believe enough information has been provided.

I probably sent more than I should have initially when you asked for viewership data.

At this point I don't think any additional information can be provided.

Let me know if you have additional questions.

Thank You,

Chris Crawford | Senior Manager – Government Affairs
715.301.4074 – Direct | 715.216.4266 – Cell
chris.crawford@charter.com



From: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Sent: Friday, January 26, 2024 7:58 AM
To: Crawford, Chris R <Chris.Crawford@charter.com>
Subject: [EXTERNAL] RE: PEG Station Analytics

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Chris,
I wanted to follow up to see what the status is.
Thanks,
Taylor

From: Taylor Zeinert
Sent: Monday, January 22, 2024 9:49 AM
To: Crawford, Chris R <Chris.Crawford@charter.com>
Subject: RE: PEG Station Analytics

Chris,
Additionally, after reviewing the previous analytics I see they are marked for the City of Watertown. We are the City of Whitewater. So if you could send me the analytics from October 2023 that would be great!

Thanks,
Taylor

From: Taylor Zeinert
Sent: Monday, January 22, 2024 9:46 AM
To: Crawford, Chris R <Chris.Crawford@charter.com>
Subject: RE: PEG Station Analytics

Chris,
Would you be able to send me the updated analytics?
Thanks,
Taylor

From: Crawford, Chris R <Chris.Crawford@charter.com>
Sent: Thursday, November 16, 2023 8:56 AM
To: Green, Ernest L <Ernest.Green1@charter.com>; Taylor Zeinert <tzeinert@whitewater-wi.gov>
Subject: RE: PEG Station Analytics

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Hi Taylor,

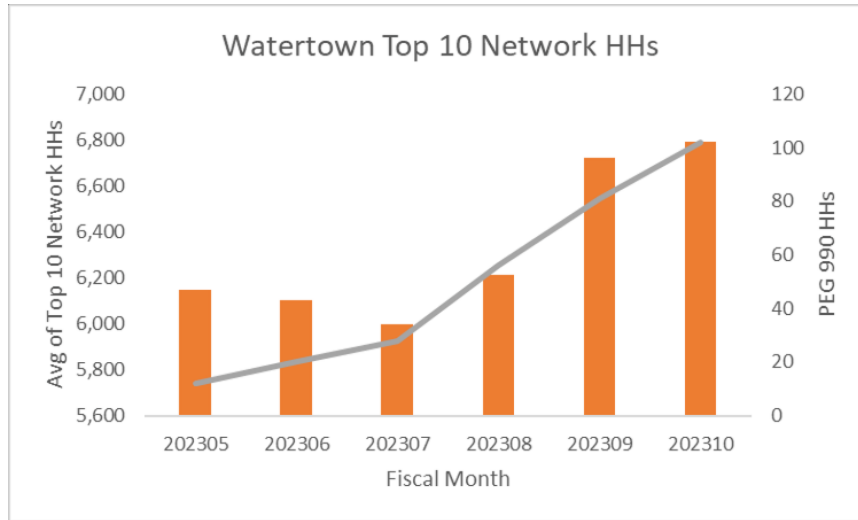
Following up on my voicemail.

Here is the detail I was provided yesterday. Please let me know if you have any questions.

This table shows the household (HH) viewership of channel 990 compared to the top viewed networks in the same areas over a 6 month period:

PEG 990 RELATIVE TO WATERTOWN NETWORKS [LINEAR, ANY TUNES]					
FM	NETWORKS	PEG 990 RANK AMONG NETWORKS (BY HHS)	HH RANK (% NTKWS BELOW)	AVG Top 10 Network HHs	PEG 990 HHS
202305	681	550	19.24%	6,149	12
202306	681	487	28.49%	6,101	20
202307	685	457	33.28%	6,000	28
202308	684	373	45.47%	6,212	56
202309	683	332	51.39%	6,722	81
202310	689	296	57.04%	6,793	102

This graph shows the viewership trend for the top networks (orange bars) & illustrates that the PEG (gray line) followed a similar trend (we saw a pretty large increase in the viewership of the PEG in September/October which was consistent with the increase of viewership of the top 10 networks).



Chris Crawford | Senior Manager – Government Affairs
715.301.4074 – Direct | 715.216.4266 – Cell
chris.crawford@charter.com



From: Green, Ernest L <Ernest.Green1@charter.com>
Sent: Thursday, November 16, 2023 8:16 AM
To: Taylor Zeinert <tzeinert@whitewater-wi.gov>; Crawford, Chris R <Chris.Crawford@charter.com>
Subject: RE: PEG Station Analytics

Good morning all,

Chris, can you email or call Taylor to talk through the path to getting this detail, that is if it's available?

Thanks

Ernie

Ernest Green (Ernie) | Strategic Account Manager (SLED) State & Local Education
Office 414.908.4876 / Cell 414-308-5386
1320 N Dr Martin Luther King Dr | Milwaukee, WI 53212-4002
Ernest.green1@charter.com

<https://charteruc.webex.com/join/ernest.green1>





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From: Taylor Zeinert <tzeinert@whitewater-wi.gov>

Sent: Thursday, November 16, 2023 8:08 AM

To: Crawford, Chris R <Chris.Crawford@charter.com>; Green, Ernest L <Ernest.Green1@charter.com>

Subject: [EXTERNAL] Re: PEG Station Analytics

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Hello,

I was hoping to connect with someone today about the timeline of which I am to get the analytics for the peg TV station.

Any update is greatly appreciated!

Thanks,
Taylor

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From: Taylor Zeinert <tzeinert@whitewater-wi.gov>

Sent: Wednesday, November 15, 2023 11:05:16 AM

To: Crawford, Chris R <Chris.Crawford@charter.com>; Green, Ernest L <Ernest.Green1@charter.com>

Subject: Re: PEG Station Analytics

Hello,

I wanted to reach out to see if we had a timeline as to when I will receive the analytics for our PEG station.

Thanks,
Taylor

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From: Crawford, Chris R <Chris.Crawford@charter.com>

Sent: Tuesday, November 14, 2023 12:43:01 PM

To: Taylor Zeinert <tzeinert@whitewater-wi.gov>; Green, Ernest L <Ernest.Green1@charter.com>

Subject: RE: PEG Station Analytics

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Hi Taylor,

I haven't received anything back yet. I will ask for an update.

Thank You,

Chris Crawford | Senior Manager – Government Affairs

715.301.4074 – Direct | 715.216.4266 – Cell

chris.crawford@charter.com



From: Taylor Zeinert <tzeinert@whitewater-wi.gov>

Sent: Tuesday, November 14, 2023 12:41 PM

To: Crawford, Chris R <Chris.Crawford@charter.com>; Green, Ernest L <Ernest.Green1@charter.com>

Subject: [EXTERNAL] Re: PEG Station Analytics

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Hello all,

I wanted to follow up to see what the update is.

Thanks,
Taylor

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From: Crawford, Chris R <Chris.Crawford@charter.com>
Sent: Tuesday, November 7, 2023 9:38:06 AM
To: Taylor Zeinert <tzeinert@whitewater-wi.gov>; Green, Ernest L <Ernest.Green1@charter.com>
Subject: RE: PEG Station Analytics

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Hi Taylor,

The person that handles this was out last week on vacation. He is back this week so I will follow up with him.

Thank You!

Chris Crawford | Senior Manager – Government Affairs
715.301.4074 – Direct | 715.216.4266 – Cell
chris.crawford@charter.com



From: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Sent: Tuesday, November 7, 2023 9:28 AM
To: Green, Ernest L <Ernest.Green1@charter.com>
Cc: Crawford, Chris R <Chris.Crawford@charter.com>
Subject: [EXTERNAL] RE: PEG Station Analytics

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Hello Ernie,
I wanted to follow up to see what the status is on this. I would like to get these analytics ASAP.
Thanks,
Taylor

From: Green, Ernest L <Ernest.Green1@charter.com>
Sent: Wednesday, November 1, 2023 8:37 AM
To: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Cc: Crawford, Chris R <Chris.Crawford@charter.com>
Subject: RE: PEG Station Analytics

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Good morning Taylor,

Sent out the email asking the question. Our Gov Affairs team should have feedback over to me today on if Spectrum captures viewer metrics on the channel.

Enjoy the day,

Ernie

Ernest Green (Ernie) | Strategic Account Manager (SLED) State & Local Education
Office 414.908.4876 / Cell 414-308-5386
1320 N Dr Martin Luther King Dr | Milwaukee, WI 53212-4002
Ernest.green1@charter.com

<https://charteruc.webex.com/meet/ernest.green1>



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From: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Sent: Wednesday, November 1, 2023 7:51 AM
To: Green, Ernest L <Ernest.Green1@charter.com>
Subject: [EXTERNAL] RE: PEG Station Analytics

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Ernie,
Thank you for your work on this. Do you have a timeline on when I can access this information?
Thanks,
Taylor

From: Green, Ernest L <Ernest.Green1@charter.com>
Sent: Tuesday, October 31, 2023 4:53 PM
To: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Subject: RE: PEG Station Analytics

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Hi Taylor,

Thanks for taking my call. I have a call into our Gov affairs team for feedback on your questions.

Ernie

Ernest Green (Ernie) | Strategic Account Manager (SLED) State & Local Education
Office 414.908.4876 / Cell 414-308-5386
1320 N Dr Martin Luther King Dr | Milwaukee, WI 53212-4002
Ernest.green1@charter.com

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From: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Sent: Tuesday, October 31, 2023 11:26 AM
To: Green, Ernest L <Ernest.Green1@charter.com>
Subject: [EXTERNAL] PEG Station Analytics

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Ernie,
I wanted to follow up on the two voicemails I have left. Please let me know when you have time to connect to discuss our PEG Channel analytics.
Thanks,

Taylor Zeinert
Chief of Staff
City Manager's Office



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www.whitewater-wi.gov

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