



Item No. 16b

AGENDA ITEM MEMORADUM

Public Information Office

Steve d'Oliveira

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> June 19, 2012	June 16
<input checked="" type="checkbox"/> June 26, 2012	June 22
<input type="checkbox"/> July 24, 2012	July 13

*Subject to Change

- Presentation Reports Consent Ordinance
 Resolution Quasi-Judicial Old Business New Business

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: Broadcasting Channel 78 on Direct TV and the DISH Network

EXPLANATION: In light of the information recently presented to the Town Commission about the cost of broadcasting Channel 78 on AT&T's U-Verse Channel (estimated equipment costs of \$7000 and an annual recurring expense of \$2400), the Commission asked staff to see if Direct TV or DISH would carry Channel 78.

Direct TV said it would not be willing to broadcast Channel 78. As of this time, DISH Network has not returned my e-mails or calls regarding our request. I recently chatted with a DISH representative online; the rep declined to even provide me with the name of a person at its corporate headquarters I could speak with to follow-up on this issue. The online rep didn't even know if DISH carried any local government broadcast channels anywhere in the entire country. The DISH representative said the firm only carries commercial network programming out of Miami.

RECOMMENDATION: Direct staff to proceed with broadcasting Channel 78 on U-Verse.

EXHIBITS:

Reviewed by Town Attorney

- Yes No

Town Manager Initials CJA