



Wisconsin Video Choice Coalition

Wisconsin Video
Choice Coalition

Communications
Workers of America

FOR IMMEDIATE RELEASE
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Wisconsin Aging
Groups

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Grassroots Alliance

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Wisconsinites strongly urge alternatives to cable TV, support Wisconsin Video Competition Act

MADISON, WI, Sept. 24, 2007 — Wisconsin residents across demographic, geographic and party lines overwhelmingly support a state bill that would encourage competition to cable TV, according to a new poll of 600 registered voters released Monday.

By a nearly three-to-one margin, 65% of those polled favor a pending bill that would encourage new providers to bring new video and cable services to Wisconsin consumers.

The survey also found that residents feel cable prices are too high and that not enough competition exists, said David Storey, senior vice president of the Wisconsin Merchants Federation.

“The results of this poll confirmed what we have long thought – that consumers are clamoring for more choices, lower prices and more service,” Storey said. “They made it clear that despite the budget impasse, they want video choice now.”

The Mellman Group, a nationally recognized polling firm with an office in Madison, conducted the telephone survey of 600 registered Wisconsin voters earlier this month.

The Wisconsin Merchants Federation commissioned the poll on behalf of the newly formed Wisconsin Video Choice Coalition (WVCC). This coalition is comprised of more than a dozen other labor, business and community organizations in Wisconsin, including the Communications Workers of America, Coalition of Wisconsin Aging Groups, African American Chamber of Commerce of Greater Milwaukee, Ministerial Alliance Against the Digital Divide, Women Impacting Public Policy, United Community Center, Wisconsin Technology Council, Wisconsin Supplier Development Council, American Homeowners Grassroots Alliance, Metropolitan Milwaukee Association of Commerce and the Wisconsin Independent Business Association.

Communications Workers of America International Staff Representative Ron Honse, whose union represents thousands of telecom workers in Wisconsin, said state customers and workers alike back the legislation.

“Our customers understand that real competition provides them real benefits of better price and services,” Honse said. “And union members in Wisconsin understand they benefit from jobs related to the competition and investment that the bill encourages.”

- More -



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Video Poll News Release

The bill, known as the Wisconsin Video Competition Act, was approved overwhelmingly by the Wisconsin Assembly earlier this year and has been awaiting scheduling in the State Senate for several months.

According to the survey:

- 65% of voters surveyed support the bill, including 40% who strongly support it. Only 22% are opposed, making the margin in favor nearly 3 to 1. The bill has strong support on both sides of the aisle; it is favored by 62% of Democrats and 69% of Republicans surveyed.
- More than half, or 53%, of those surveyed support passing the bill now instead of waiting for the Legislature to complete action on the state budget. The legislation is currently not expected to be scheduled for Senate action until the Legislature completes the budget.
- More than two-thirds, or 69%, of voters oppose paying an extra 1% monthly fee to support government programming.

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