



WISCONSIN LEGISLATURE

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Legislators Praise Success of the 2008 Wisconsin Video Choice Act

MADISON – Today, State Senator Jeff Plale (D-South Milwaukee) along with Representatives Phil Montgomery (R-Ashwaubenon) and Josh Zepnick (D-Milwaukee) praised the positive effects of the 2008 Wisconsin Video Choice Act for creating hundreds of new jobs in our state and providing more options to Wisconsin consumers.

In the short time since the Act was passed, Wisconsin consumers have seen a rapid expansion of cable options statewide. Cable providers are offering services, serving customers, employing Wisconsin workers, and complying with rules that the legislature and state regulators put in place. For example, the bill required new video providers to offer service to 35% of the households in their service area within three years. Notably, at least one new provider already met that requirement by September of 2009, just 16 months after the bill was passed.

“When businesses expand, they create jobs. The passage of the Video Choice Act has created hundreds of new jobs in Wisconsin. We should be encouraging that sort of job creation in our state,” said Plale. “In this economic downturn, it is very encouraging to see a certain business sector growing and thriving,” added Montgomery.

The Video Choice Act has also created a uniform, state-issued franchise process in Wisconsin which makes it much easier for businesses to operate here. “Dozens of providers have already been granted franchises in multiple parts of the state” said Zepnick. “The intent of the bill is to create jobs and to create options for consumers, and that is exactly what it is doing.”

The current legislative proposal released yesterday, LRB 0945/7, will do nothing more than eliminate jobs for Wisconsin workers and eliminate cable options for consumers in our state. “It is unfathomable to me why our colleagues are proposing legislation that would reverse the progress made by the 2008 Video Choice Act and return Wisconsin to an antiquated 1970s model. That does not sound like cable consumer repair to me,” Plale concluded.

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