


EXECUTIVE DEPARTMENT



EXECUTIVE ORDER NO. 28

WHEREAS, Community Antenna Television (CATV) now referred to as Cable-TV or Cable-Communications is a comparatively new and rapidly expanding industry; and

WHEREAS, There is limited knowledge and understanding about the implications of this new means of communication on the lives of the citizens of Wisconsin; and

WHEREAS, Cable-TV can serve a broad range of citizen needs ranging from entertainment to education; and

WHEREAS, This resource must be protected for the public interest and public good as well as for fostering sound commercial growth; and

WHEREAS, There is an apparent limitation to the extent and scope of present and potential federal regulation of this medium; and

WHEREAS, There is no regulation of Cable-TV by the State of Wisconsin at the present time; and

WHEREAS, There is a need for such regulation of Cable-TV for the public interest, convenience and necessity, by the State of Wisconsin;

NOW, THEREFORE, I, PATRICK J. LUCEY, Governor of Wisconsin, do hereby create

THE GOVERNOR'S BLUE RIBBON COMMISSION ON CABLE-TV

and charge the Commission to investigate the potential of this medium for the public good in Wisconsin and to come forth with the initial results of this investigation recommending regulatory legislation for the 1972 session of the Legislature and further charge them to make appropriate recommendations at that time if there is a need for further study and continuation of the Commission and further to:

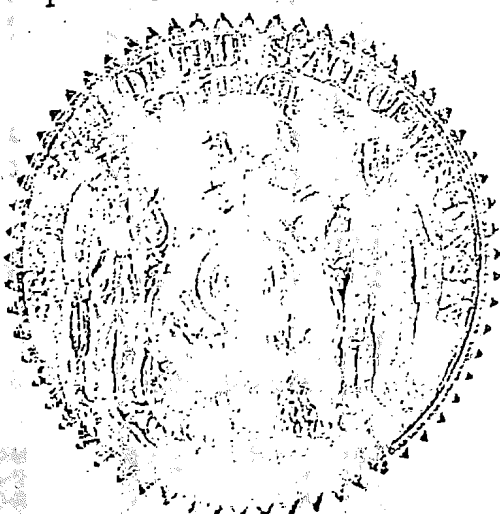
1. Thoroughly investigate and study Cable-Communications.
2. Determine the general availability and ultimate potential of Cable-Communications in Wisconsin.
3. Establish standards or recommendations for the granting of franchises and licenses for the ownership and operation of Cable-TV systems and determine if there should be any limitation as to the number of subscribers or systems under one ownership.
4. Make recommendations regarding rates.
5. Establish guarantees to consumers for adequate service.

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6. Establish standards for all aspects of Cable-Communications including but not limited to geographical controls; technical quality; program sources; public service needs, uses and services; ownership qualifications; consumer protection and educational services.
7. Accrue materials and information from the federal government, other states and appropriate agencies and associations for use by Commission members and staff.
8. Recommend which state agency should regulate Cable-Communications and the extent of the regulation.
9. Recommend procedures to protect the common carrier aspects of Cable-Communications.
10. Recommend those steps necessary in the regulations to insure the ability to interconnect cable systems throughout Wisconsin with each other.
11. Recommend the percentage of total available channels that should be dedicated to non-commercial public service use; and make recommendations on the use of and rates for access and leased channels.
12. Establish adequate guarantees against invasion of privacy and adequate restraints over controls that might infringe upon first amendment rights regarding programming.
13. Conduct public hearings, investigations and inquiries on existing systems and future requirements throughout the State of Wisconsin.

In the course of its investigation the Commission should deal with but should not limit itself to the above topics of consideration.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 5th day of November in the year of our Lord one thousand nine hundred and seventy-one.



PATRICK J. LUCEY