

# CBG Communications, Inc.

## Summary of Key Elements to Focus on in Franchise Renewal-Related Community Ascertainment Activities

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## **SUMMARY OF KEY ELEMENTS TO FOCUS ON IN FRANCHISE RENEWAL-RELATED COMMUNITY ASCERTAINMENT ACTIVITIES**

A successful, highly useful and defensible, cable-related Community Needs Ascertainment involves a variety of critical elements, beginning with laying a solid foundation by determining Communities of Interest that are well representative of the franchise area; applying a broad array of proven and innovative ascertainment methodologies that are highly pertinent to the Communities being ascertained; covering the full spectrum of cable communications-related topic areas that will effectively demonstrate the attitudes, opinions, needs and interests of the Communities being ascertained; determining the public benefits (such as PEG Access services and Institutional Networks) that are needed to meet community needs and interests; and thoroughly documenting the process, findings, analysis and supporting data for related potential franchise provisions that demonstrate the validity and viability of the ascertainment. These key elements and characteristics are summarized below:

- **Develop a Communities of Interest list that reflects the overall franchise area served by the Cable Franchisee, including:**
  - Residential subscribers and non-subscribers.
  - K-12 and higher educational institutions.
  - Government agencies, including all Institutional Network (I-Net) users.
  - Community media center (Public, Educational and Governmental [PEG] Access channel) board, staff and producers.
  - Ethnic and cultural service organizations.
  - Social and community service organizations.
  - Non-profits.
  - Businesses, including small and large, home-based and telecommuters.

- **Utilize a wide range of interwoven ascertainment methodologies, appropriate for the Communities ascertained, including:**
  - Statistically valid telephone surveys, including cell phone users.
  - Focus groups, focused discussions and workshops.
  - Online, Web-based surveys and questionnaires.
  - Written surveys and comment forms for non-online respondents.
  - Public forums and hearings.
  - On-site reviews (such as for PEG Access facilities and equipment).
  - Targeted interviews.
  
- **Look at the broad areas that cable communications covers, including:**
  - A wide variety of video services, such as traditional services, video-on-demand and soon to include interactive television (ITV).
  - Customer service, including federal, state and local standards.
  - Technical quality issues, including problems with specific channels, systemic problems, critical physical plant code compliance issues and outages.
  - System capacity, including capacity for new and expanding services.
  - PEG services (discussed further below).
  - Institutional Networks (discussed further below).
  - Provision of service to public facilities.
  - Construction, build-out and installation.

- **Regarding PEG Access, look at services and characteristics from both the content producers' and users'/viewers' point of view, including:**
  - Facilities and equipment.
  - Operations.
  - Channels/capacity, including a variety of delivery methods (real time, on-demand, analog, Standard Definition digital, High Definition digital, etc.).
  - Program guide/menu presentation and ease of access by viewers.
  - Producer profiles.
  - Viewer profiles.
  
- **Regarding I-Nets, look at user needs, including:**
  - Applications.
  - Infrastructure.
  - Transport systems and end user equipment.
  - Current coverage and need for expansion.
  - Cost to provide and cost to the user.
  
- **Document, Document, Document, including:**
  - Research methodologies used.
  - Detailed findings, including documents gathered from the Communities of Interest concerning their own research.
  - A chart of all the needs, current and future.
  - A determination of the highest priorities (critical and consensus).

- The cost of meeting the needs, charted out over the course of a potential Franchise term.
- A determination of how well existing Franchise provisions would meet the needs going forward.
- Potential new Franchise provisions to fully meet the community needs ascertained.

Applying the above in an effective and conscientious way, using necessary supporting resources and expertise, will result in a comprehensive and accurate reflection of cable communications-related community needs and interests.