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Date: 8/1/2013 7:49:41 AM
Subject: Fw: Confirming that we'll see you tonight, 630 PM

FYI - see below. Let's discuss.

----- Original Message -----

From: Todd, Donita [mailto:dtodd@wistv.com]
Sent: Thursday, August 01, 2013 05:27 AM
To: Godfrey, Rob
Subject: Re: Confirming that we'll see you tonight, 630 PM

Rob,

Enjoyed last evening. Thanks for the opportunity to mingle with the Governor and her staff as well as other fellow journalists.

As we discussed, here is some background for you on the DISH negotiations. I would greatly appreciate you passing this along to legislators, leaders, and other officials in the Midlands:

- 1) Raycom Media Television stations play a vital role in communities all across our viewing footprint.
 - Raycom Media is available free over-the-air or through pay-tv providers such as cable, telephone and satellite
 - Raycom Media makes enormous investments to provide what nobody else can: in-depth coverage of local news, weather and sports
 - Raycom Media Television stations are part of the fabric of our communities, and are recognized for our community service and charitable giving.
- 2) Thanks to these investments, Raycom Media stations are among the most trusted institutions in our communities - the place people know they can turn to for up-to-the-minute information during a dangerous weather event, or to celebrate their local team's championship.
- 3) Local stations including Raycom Media's are by far the most watched channels, even in our 800+ channel universe.
- 4) In order for Raycom Media stations to continue to make these investments in programming, local coverage and community service, Congress established the right for local television broadcasters to negotiate with pay-tv companies in a free market for use of stations' signals (known as retransmission consent)
- 5) Since this system was put in place, the result has been a win for viewers:

- the overwhelming majority of negotiations between Raycom Media and cable/satellite providers are successfully concluded without any service interruption

- Pay-TV companies have continued to prosper, and thanks to the strong customer relationship built in part on the value of providing local broadcast stations, these companies now also sell phone and data service to many of their subscribers

6) Despite the evidence that the retransmission consent system is working, some pay-tv companies are lobbying to end retransmission consent, which would mean less choice for viewers and fewer dollars for stations to invest in local news, public affairs programming, coverage of emergency weather events and community service.

7) More urgently, some pay-TV companies believe that by engaging in showdowns and imposing station blackouts from time-to-time, they can force Congress to change the laws to their benefit.

8) DISH may claim that WIS's request for compensation will result in higher bills for DISH subscribers, but in reality what satellite and cable providers pay local broadcast stations for carriage is a small fraction of what they pay to program suppliers. And research shows that the local tv station signals are by far the most valued by viewers and pay-tv subscribers.

9) This is particularly disappointing because all the other satellite and cable tv providers in our area have deals with us and those terms are fundamentally similar to the one we are working on with DISH Network.

Hope this helps give context to our issue. Thanks for your help in making others aware of the matter.

Respectfully,

Donita Todd

Sent from my iPad

On Jul 31, 2013, at 9:13 AM, "Godfrey, Rob" <RobGodfrey@gov.sc.gov> wrote: