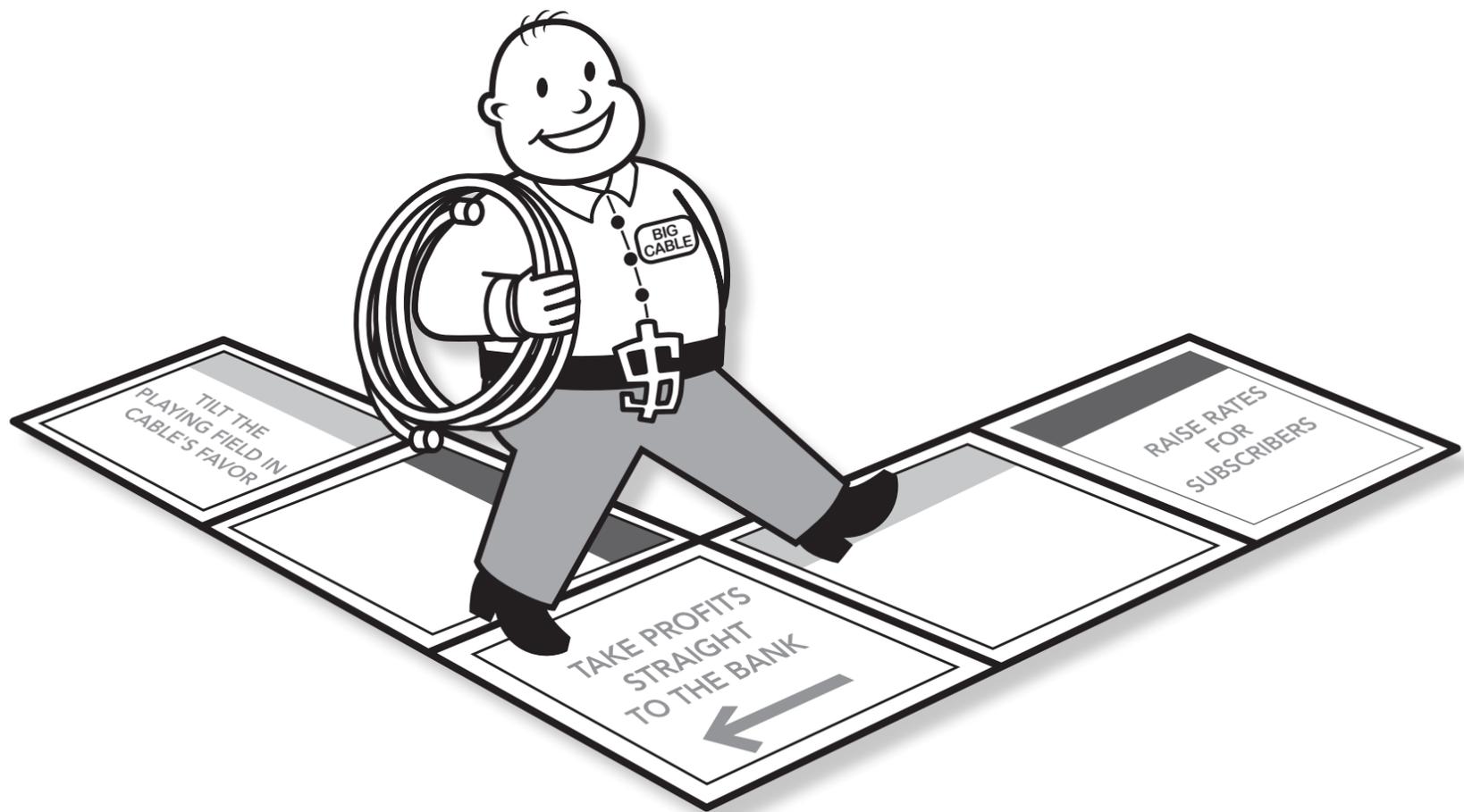


Big Cable's Static:

If you don't like the game, just try to change the rules.



For years, Big Cable has attracted subscribers using broadcast programming – the highest-rated, most compelling content and the backbone of every subscription sold.

In 1992, Congress established a system allowing pay TV companies and broadcasters to negotiate for compensation. And it's worked well.

The FCC reported that the negotiation process benefits consumers, broadcasters, cable and satellite companies, and takes place on a "level playing field."

But now Big Cable wants to "fix" the process and they are asking to change the rules.

Don't believe their static. Fees to retransmit programming account for only two tenths of one percent of cable revenues today, and industry analysts predict they will never rise above one percent.

The current process benefits viewers – including pay TV subscribers – by ensuring they have access to vital local news and information and increasing their viewing choices.

Don't change the rules for Big Cable at the expense of viewers.

Keep it fair.

