



City of Burnsville

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FOR IMMEDIATE RELEASE

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THE CITY OF BURNSVILLE NEEDS TO HEAR FROM YOU!

Share ideas about cable and the future of community media/technology at upcoming focus groups

We need your voice, your ideas.

What's your vision for local media and cable – now and for the next 10 to 15 years? The City of Burnsville is holding a series of focus groups to hear what residents, businesses, educational institutions and non-profit organizations have to say about cable and community media. The focus groups are free and open to anyone who would like to participate.

- Learn how the cable system works – and opportunities for the future.
- Hear more about public, educational and government access television in Burnsville.
- See examples of how schools, community organizations, local governments and businesses throughout the country are using modern media technology to communicate, educate and disseminate information in this digital age.
- Provide your ideas through brainstorming and completing a questionnaire.

Burnsville will hold six focus groups. The presentation of each focus group will be identical, but discussions will focus on different aspects of community life. Register for the time and date that best fits your schedule.

Group	Date	Time	Location
<i>Local Government Departments, Agencies, Boards</i>	Tuesday, Feb. 26	9:30-11:30 a.m.	Burnsville City Hall Council Chambers
<i>Arts, Culture, Music and Heritage Organizations</i>	Tuesday, Feb. 26	2:30-4:30 p.m.	Burnsville City Hall Council Chambers
<i>Health and Human Services, Seniors</i>	Wednesday, Feb. 27	9:30-11:30 a.m.	Diamondhead Education Ctr. Classroom B
<i>K-12 Schools, Teachers, Staff, Parents</i>	Wednesday, Feb. 27	4-6 p.m.	Burnsville High School Lecture Hall C-180
<i>Non-Profit, Community and Faith-Based Organizations</i>	Thursday, Feb. 28	1-3 p.m.	Diamondhead Education Ctr. Classroom B-140
<i>Business, Civic and Neighborhood Organizations</i>	Thursday Feb. 28	6-8 pm.	Burnsville City Hall Council Chambers

City of Burnsville Press Release

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Why now?

The City of Burnsville is preparing for upcoming cable franchise renewal negotiations with Comcast Cable. The renewal process begins years prior to the current franchise expiring. During that time, the City works to anticipate where cable service, community media and technology will be ten years from now – and what is best for the community by completing a “Needs Assessment.” These focus groups are part of that Needs Assessment process.

What is a cable franchise?

Cable television is regulated through federal and state law along with the local franchise the City of Burnsville holds with Comcast Cable. This franchise agreement allows the company to operate cable television and internet systems in the City, and run cable on and through City-owned right-of-way. The City’s current 15-year franchise expires January 2015, and provides a number of community benefits including local public, education and government video programming, internet connectivity among City facilities and revenue to the City, helping keep taxes low.

For more information or to register for one of the community focus groups, visit www.burnsville.org/cablefranchise or call 952-895-4402. Please RSVP by Feb. 22

Burnsville City Hall is located at 100 Civic Center Parkway; Diamondhead Education Center is located at 200 W. Burnsville Parkway; Burnsville High School is located at 600 Highway 13 E.

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