

The facts about rate adjustments **Outrageous Rate Increases**

SKYROCKETING RETRANSMISSION FEES

A gallon of milk cost approximately \$3.25 in 2010. In 2022, it cost around \$3.80, an average annual increase of 1.4% from 2010 to 2022. During that same period, local TV station fees increased EVERY year by an average of 24%.*

If a gallon of milk increased at the same rate, it would cost \$42.38 today.

\$3.25  **\$42.38**
2010 2022

*AmericanTelevisionAlliance 2022

OFF-AIR BROADCASTER FEE



This is the fee charged by the following networks to put their channels on a cable lineup:



Networks have been demanding higher and higher rates to rebroadcast their lineups, which are currently available for FREE to anyone with an antenna in range.

Colect Communications and Citizens Connected continue to fight to keep the rate increase as low as possible, but unfortunately when we are hit with substantial rate increases from the content providers, these are costs we are forced to pass through to our customers. The rate adjustments take effect on January 1, 2024.

If you would like to voice your opinion about paying more to continue to watch the same programming, we urge you to contact the TV stations and your congressional representatives.

Eau Claire Stations:

WEAU: General Manager Terry McHugh - Phone: 715.852.1558 - Email: terry.mchugh@weau.com

WKBT: General Manager Christopher Palmer - Phone: 608.782.4678

WQOW: General Manager Dave Booth - Phone: 715.835.1881

WEUX: General Manager Cory Gylock - Phone: 715.831.2548

Twin Cities Stations:

KARE: General Manager Doug Wieder - Phone: 763.546.1111

WCCO: General Manager Ann Ouellette - Phone: 612.330.2509

KMSP: General Manager Sheila Oliver - Phone: 952.944.9999

KSTP & KSTC: General Manager Rob Huddard - Phone: 651.646.5555

WUCW: General Manager Paula Peden - Phone: 612.594.3939

Wisconsin Representatives:

Senator Ron Johnson - Phone: 202.224.5323 - Website: www.ronjohnson.senate.gov

Senator Tammy Baldwin - Phone: 202.224.5653 - Website: www.baldwin.senate.gov

Representative Tom Tiffany - Phone: 202.225.3365 - Website: www.tiffany.house.gov