IN-DEPTH SEMINAR OUTLINE

INS & OUTS OF FRANCHISE RENEWAL AND COMPETITIVE FRANCHISING

I. Welcome & Introductions
   A. The Franchising/Renewal Landscape
   B. Challenges and Opportunities
   C. What would you as participants like to have the speakers address?
   D. Glossary of Terms

II. Preparing for and Maximizing Renewal/Franchising Opportunities
   A. Building Blocks for a Successful Renewal Process
   B. PEG’s/CMC’s -- Partnering with local government in renewal
      1. How to partner
      2. How to make your issues the community’s issues
      3. How to provide value added input
   C. Franchise Renewal Process (Federal, State, Local)
      1. Explanation of informal/formal processes
      2. Required vs. requested elements
      3. Role of needs assessment and compliance review
   D. Laying the Foundation for Negotiations: Increasing Leverage in Negotiations
      1. Needs Assessment
      2. Compliance Review
   E. Initial Competitive Franchise Process (CenturyLink, Google)
      1. How this process is different than franchise renewal
   F. Issues Arising in Renewal with Multiple Franchisees
III. Issues that Arise in Franchise Renewal Negotiations

A. FCC 621 Orders/Reconsideration
B. Level Playing Field / Competitive Equity
C. Ensuring PEG isn’t collateral damage during franchise renewal negotiations (e.g., emphasizing I-Net, digital inclusion, etc., over support for PEG)
D. Operating vs. Capital PEG support issues
E. Amount of PEG funding
F. Restrictions on use of PEG funds
G. HD for PEG
H. VOD for PEG
I. PEG on EPG
J. Number of PEG channels
K. PEG channel locations
L. PEG fiber links (live origination points)
M. Other Key Issues (where local government has authority)
   1. Definition of gross revenues
   2. Customer Service Standards
   3. Institutional Networks