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March 2, 2009

Received & Inspected

MAR 17 2009  
FCC Mail Room

Commission Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

RE: CSR-8126 (ACM *et al.*) – MB Docket No. 09-13

Dear Secretary:

In an incredibly challenging economy, every community needs to be innovative and nimble when it comes to promoting itself to people throughout the region and to local residents. An advertising campaign on a shoestring budget often does not deliver impressive results, but our communities now have a more effective and affordable promotional tool that is reaching a much larger audience than ever before.

Public access programming is an often overlooked and undervalued way of highlighting what our municipalities offer our residents, businesses and visitors.

While we have successfully provided this public service for a number of years to local residents, technology and the cable system have halted our ability to deliver this programming to communities right next door and miles away. Since our public access programming is now available on AT&T's U-verse video service, viewers from across the Chicago land area, and local residents can learn more about everything that makes our communities such unique places.

By showcasing local government and events to this huge new market, we are spotlighting all our assets and attributes, which can help attract new visitors, residents and businesses, while still fulfilling our main mission to local taxpayers.

While change means sometimes doing things differently, our 21<sup>st</sup> century economy demands innovation that increases choice and competition. This easily accessible technology is helping us reach many more people than ever before, which should be the number one goal of every PEG programmer. People who do not maximize this technology to its greatest potential are missing the boat.

The goal of public access programming is to ensure that the public actually watches what we all work so hard to create.

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Turning back the clock and shrinking our audience defies logic and is a disservice to everyone, especially during this crippling economic crisis. We are looking forward to an even brighter future for public access programming.

Sincerely,



T. Abraham Lentner  
Economic Development Officer

cc: - ACM *et al*  
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