

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
Annual Assessment of the Status of)	MB Docket No. 12-203
Competition in the Market for the)	
Delivery of Video Programming)	

**COMMENTS OF
GCPS TV
Gwinnett County Public Schools
Gwinnett County, Georgia**

Greg LaHatte submits these comments in response to the above-captioned Notice of Inquiry (“NOI”), released July 20, 2012, seeking “data, information, and comment on the state of competition in the delivery of video programming.”

GCPS TV is an award-winning educational access channel (PEG) operated by the Broadcast and Distance Learning Department of Gwinnett County Public Schools (GCPS).

Its mission is to educate and inform our audiences about the students, programs, and services of GCPS, and to provide enhanced learning opportunities for our schools and the community.

Gwinnett County Public Schools is Gwinnett County Public Schools, located in the metro Atlanta area, is the largest school system in Georgia and continues to grow. The school district serves 164,694 students in the 2012-13 school year. One of every five Gwinnett County residents is a GCPS student.

Gwinnett County citizens highly value the important role education plays in building a thriving, global community and strongly support the school system’s pursuit of excellence. The finest teachers in the profession, involved parents, and a supportive community are key elements in the district’s quest to become a system of world-class schools.

GCPS TV has created 12 original series: *GCPS Focus*, *In Five*, *ArtStage*, *The Author in You*, *Math Rules!*, *BookTales*, *Kids Can Cook*, *Teachers Up Close*, *English... Yes, I Can!*, *Spanish for Educators*, *ParentVision*, and *Love That Book*. These programs represent partnerships with GCPS Communication and Media Relations, Office of Staff Development, Fine Arts Department, Health & PE Faculty, School Nutrition Staff, Media Specialists, and also

with Gwinnett Technical College and local business partners. GCPS TV also provides annual cable television coverage of the Teacher of the Year Awards Ceremony, Elementary Honors Chorus, and a variety of other system-wide performances and events.

In June 2010, GCPS TV was honored with an EMMY award for *What Is the School Effect?* The award was presented by the Southeast Chapter of the National Association of Television Arts & Sciences. In 2011, GCPS TV was again recognized by the academy, earning two EMMYs for its popular children's program *Love That Book*.

Outside sources for programming include: Annenberg/CPB, Ball State University, Colonial Williamsburg, CNN, Fairfax Network, Georgia Public Broadcasting, NASA, Prince William Network, RIF, Shamu TV, and the U.S. Department of Education.

Programming information is posted weekly on the GCPS website under quick links at www.gcpstv.org. Program schedule information is also distributed via e-mail, station bulletin board announcements, newsletter articles, and general press releases.

GCPS TV can be found on the following Gwinnett County cable channels:

- AT&T – Check U-verse listings
- Charter – Channel 22
- Comcast – Channel 24 or 26 (depending on location)

1. How many channels does your MVPD operator(s) provide for PEG programming?

We have different service providers. In Gwinnett County itself, Charter Communications and Comcast both provide two PEG channels. One is for the county government and one is for the school systems. AT&T U-verse also operates in our county under a statewide agreement. They do include each of the two channels mentioned above but they may also provide other PEG channels that I am not aware of.

2. On which tier are these channels placed and is extra equipment required to view them?
Lower tier for Charter with no extra equipment required. Comcast has converted over to digital service and a set top box is required.
3. Are there more or fewer PEG channels carried on MVPD systems than were carried as of June 2010?
Same
4. What data sources exist to track the availability of PEG programming?
None that I am aware of.

Other:

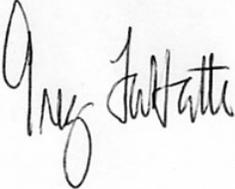
Is there any evidence that AT&T's "Channel 99 PEG product" has hurt PEG viewership? I do not subscribe to this service but several of my family and friends do. It is difficult to locate the PEG channels on their configurations. Plus they have no way of allowing the viewer to bookmark once you find them which mean you have to go through the same set of menus all over each time you want to view again.

The current trends in cable technologies and service agreements do concern us at times. In Georgia it is possible for a franchise to acquire a statewide cable service agreement which does not include any local jurisdiction oversight or requirements for PEG channels. While this has not affected us, it certainly could in the future if our providers chose to go this route.

Another concern we have is the migration to HD/Digital tier for cable. The question that remains to be answered is that if we make the conversion to an HD/Digital station, will the local cable providers give us a digital channel to carry this signal. The question has been asked but not answered.

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September 10, 2012

A handwritten signature in black ink that reads "Greg LaHatte". The signature is written in a cursive style with a large initial "G".