



Public Service Commission of Wisconsin

Phil Montgomery, Chairperson
Eric Callisto, Commissioner
Ellen Nowak, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

FOR IMMEDIATE RELEASE

August 16, 2012

Contact: Kristin Ruesch or Matthew Pagel, 608-266-9600

Kristin.Ruesch@Wisconsin.gov or Matt.Pagel@Wisconsin.gov

PSC Seeks Public Input on Draft Broadband Playbook

Playbook Focuses on Creating An Environment for Additional Broadband Investment, More Jobs

MADISON - The LinkWISCONSIN Alliance is requesting public comments on a state plan to enhance the availability, adoption and applications related to high-speed Internet, or broadband, throughout Wisconsin.

The LinkWISCONSIN Alliance, composed of community leaders from around the state, began developing the Wisconsin Broadband Playbook early this spring and held focus groups in early May. In addition to the input already collected and presented in the draft Playbook, the PSC is currently seeking comments on how to best address challenges and opportunities for improving broadband availability, adoption rates and applications.

A link to the draft playbook is available below:

http://psc.wi.gov/apps35/ERF_view/viewdoc.aspx?docid=169852

The Playbook is built around four initiatives:

1. Creating broadband provider incentives to invest in Wisconsin.
2. Reducing barriers to broadband investment.
3. Leveraging federal and state dollars.
4. Education, awareness and personnel to support broadband development in Wisconsin communities.

"Better broadband access creates a better business environment, and can help create jobs. Public input on Wisconsin's Broadband Playbook will help shape the state-level efforts to improve broadband that provide a solid foundation for economic growth, improved access to education and healthcare, and enhanced public safety," said PSC Telecommunications Division Administrator Brian Rybarik. "We encourage all concerned Wisconsinites to visit the PSC's website, review the draft Plan and submit comments on how we can best support Wisconsin's future through the use of broadband."

Comments on the draft Playbook can be submitted in several ways:

1. Comments can be emailed to PSCBroadbandComments@wisconsin.gov.
2. Comments may be filed at the PSC's website at <http://psc.wi.gov>, by clicking on the "Public Comments" button, and choosing the "Wisconsin's Broadband Playbook: File a Comment" link.
3. Comments may also be mailed to "Wisconsin's Broadband Playbook Comments, Public Service Commission, P.O. Box 7854, Madison, WI, 53707-7854.

Comments on the draft Playbook are due by noon on August 31, 2012.