

# The Red, Blue & Green



## Answers to Frequently Asked Questions

Okay, time to wind up the year with a flourish of information that has been put off while I was lecturing you on energy supply. I am sorry I got so carried away. As promised, this month's newsletter has information which is much more fun and digestible. We are going to answer some questions that seem to be on a lot of our customer's minds. Some of this we have done before, but it is worth repeating. The rest of this is new information that concerns all of our customers. I hope you enjoy it.



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***Speaking on behalf of everyone on my team at the EPB, I can assure you that there is very little we would like more than to carry FSNS.***

Before we jump into the answers to Frequently Asked Questions, please be aware that we are now starting the process of moving all of our cable television, internet, telephone, and electric power monitoring equipment into the new Jama M. Young Technology Center behind our existing building. This new storm-proof facility is now complete and ready for us to move into. During that process you might experience some brief service interruptions. On paper we can execute the move without bothering you, but, sometimes in the real world that does not exactly work out. I hope it does, but consider yourself warned just in case! Now, on to the questions.

**Why does Channel 9 (or any broadcast signal from Louisville or Nashville) freeze or break up on my television sometimes?** If you are a

regular reader of this newsletter, you know the answer to this question, so let's not use up all the space here to cover that again fully. Basically the answer is that the FCC has mandated that the broadcasters all move to digital transmission technology using different frequencies. Those signals are not designed to carry more than 50 miles. We are about 100 miles from Louisville and Nashville. Thus, while the digital signal provides great pictures most of the time, when there is any sort of atmospheric

disturbance, the digital transmission fails to reach us in Glasgow. This was fully explained a few months ago and is available on our website at [www.glasgow-ky.com/archive/pdf/June\\_2006.pdf](http://www.glasgow-ky.com/archive/pdf/June_2006.pdf). The good news here is that around the first of the year we should be getting our Louisville station signals delivered via fiber optic link instead of through the air. This should permanently fix the problems with channels 9, 16, 99 and 516. Although reception of the signals from Nashville is not quite as problematic, we will continue to work on a solution.

**Why am I missing a UK (or WKU or UofL) basketball game that is on Fox Sports South (FSNS)?** This is the question which is most often punctuated with some sort of expletive. Speaking on behalf of everyone on my team at the EPB, I can assure you that there is very little we would like more than to carry FSNS. However, FSNS does not play well with others and we feel compelled to make them sit in "time out". Here is why. FSNS purchased the rights to five UK men's basketball games each year, for ten years, from Host Communications. While there are a lot of questions to be asked about why *our* university sold all of the rights to games played in *our* sports facilities in Kentucky, that is another long story. The fact is FSNS owns those five games this year and for 8 more years. They are generally UK vs. Cupcake U games (games against less than potent adversaries). If we want to carry FSNS and get those games, we would be forced to sign a ten year contract with FSNS at a cost of about \$100,000 per year. That means getting those few games would cost the people of Glasgow \$1 million!!! I know there are those among us who think that is a fair deal. They have told me so when they call my home screaming in agony over not being able to see UK play. They tell me just to get FSNS and charge everyone for it. However, the overwhelming majority of locals do not agree. With all of the economic struggles facing our community do we really want to take \$1 million out of our local economy over the next ten years? Or, would it be best to see that money spent in our local restaurants, shoe stores, and other merchants that rely on local revenue? The UK men's basketball program is one of the most televised programs in our land. Those five games will be run on a tape-delayed basis on WBKO at midnight on the days of those FSNS games. The rest of the games will be on channels that we already have and we are already paying for. Please consider that we are trying to do the right thing for *all* local residents by drawing this line in the sand with FSNS. Someone has to finally say no to these rampant cost increases.

**Why am I missing an NFL game that is on the new NFL Network?** Basically the answer to this is the same as the answer to the question above. The cost is roughly the same for a few more NFL games than we get now. The same economic reasoning applies.

(over, please)

**Why don't you all carry RFD-TV (or DIY, or SoapNet, or Lifetime Real Women, or CSPAN3, or Gospel Music Network, Horse Racing TV, or ESPNU or ESPN2-HD, or ?)** This one is fun to answer. Some of these services are already available and *all* of them will be on our digital tier very soon! Please look at the enclosed information or on-line at <http://www.glasgow-ky.com/newchannels.htm> for more information about these new services.

**What is a digital package?** Sometimes we get so wrapped up in talking about enhancements to our products we forget that everyone still is not familiar with the existing ones. Our digital tier, which we call our Power Digital Package, is a great example of that circumstance. The word "digital" just refers to the way we send out the programming to our network. We wish we had never used that word because I think it makes a lot of folks afraid that they need to be some sort of techno-wizard to be able to use it. Nothing could be further from the truth! The digital tier simply contains a lot more programming than the regular basic tier (channels 6 - 99) you are using now. The digital tier starts at channel 100 and goes all the way up though channel 194. It also includes 38 channels of commercial free music for your listening pleasure. Of course, the real reason why you should have our digital tier is that it makes your television viewing more simple, *not* more complicated.

Our digital tier includes a very sophisticated set-top box that does the work of converting the digital signals to something that your existing television set can use. Let's be perfectly clear about this . . . **digital service does not require you to purchase a new television!** Best of all, the set-top box includes an interactive program guide that makes it possible for you to actually find and view all of the programming that you are paying for. Remember when we used to get a magazine style program guide to go along with our cable service? The reason why those are no longer available is that the digital program guide simply made them redundant. The interactive program guide that comes with the digital tier makes your life easier. It makes it where you can tell what is on and where it is. That is all there is to it. You should call us and make arrangements to have the digital tier added to your home.

**Can you explain HD TV?** Yes we can. By now all of us have heard the term "high definition television". Much of the network programming we all watch is now broadcast in high definition. When you are watching a program and the announcer says "this program brought to you in high definition" it means that they are using special cameras and transmission hardware to deliver your video at a much higher resolution by delivering more than twice as many lines per screen than what we all grew up with. Another difference is that HD video is generally wider, more like the screen at the movie theater, so you see more than you do with the old standard.

The toughest thing for most of us to understand is that you must have a television set that is built to interpret these HD signals to get any benefit from it. A lot of people think they are actually seeing HD signals when they are watching a program that says "brought to you in high definition", but you are not. You must have a HD television to enjoy the difference, and let me tell you, the difference is stunning. Take a few minutes and visit Park Avenue Furniture, Shorty's TV, or any local merchant who sells HD televisions. You will be shocked at how great they look.

Now, once you have a HD capable television, you will need our HD tier. Our HD tier is similar to the digital tier described above, but it has even more. The HD tier has about 15 channels of pure HD programming and we are adding more! But, by far the coolest thing about the HD tier is the set-top box that comes with it. This box has something in it called a Digital Video Recorder (DVR for short). There is not enough room to fully describe it here, but I can tell you that it allows you to pause, and rewind live programs that you are watching. It allows you to record programs with the push of a button and it allows you to automatically record programs that you watch all the time. In short, it is simply amazing. Drop by our office and our folks will be glad to demonstrate it for you.

**Why are you moving some channels around on the basic tier of programming?** These changes are brought to you by WBKO and WNKY in Bowling Green. WBKO recently added a Fox affiliated station to its lineup. WNKY is about to add a CBS affiliated station to its lineup. While we know that everyone hates for channels to move about, these stations in Bowling Green have a great amount of legal power to force us to make these additions. Further, these new feeds will help us with the quality problems we face from digital broadcast transmission from Louisville and Nashville (as described near the top of this newsletter). A new Fox station and a new CBS station in Bowling Green will give us more redundancy and reliability for these two important networks. So, we are adding these new channels and those additions (since the basic tier is full to capacity) require us to move some other programming to the digital tier (which has a nearly infinite capacity). Please study the included channel changes guide to find where all of the programming is ultimately going to land.

That's about it for now. All of us at the EPB wish all of you the very merriest of Christmases and a happy and prosperous new year!

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**Feel free to use any of these means to contact me with any questions or comments!**

## New EPB Channels



The CW - Now on EPB Ch. 12



WBKO FOX - Now on EPB Ch. 14



RFD TV - Now on EPB Digital Ch. 129

Independent Television - Formerly WNPX, now on EPB Digital Channels 175 (ION Media1), 176 (ION Media 2) & 177 (Worship)



## Channels Coming Soon in the New Year!



DIY Network - The ultimate in Do It Yourself/Home Improvement

Soap Net - The new way to watch soaps, 24 hours a day



Lifetime Real Women - A channel devoted to honest, true to life stories for women like you



C-SPAN3 - More from Capitol Hill



gospel music channel.

Gospel Music Channel - It's all gospel; rock, pop, country & soul



HRTV - HorseRacing TV, the smartest handicapping on TV



HorseRacing TV

ESPNU - ESPN's college sports channel

ESPN2 HD - The big picture in sports (in HD!)



TBN - America's most watched faith channel

The Church Channel - A multi-denominational religious network featuring church service programs 24 hours a day, 7 days a week



JCTV - A Christian youth network designed for the 13-30 age group



Smile of a Child - An ambassador of our Savior Jesus Christ to the children of the world



BYU TV - Programming from Brigham Young University

Check these out (including Web links) at [www.glasgow-ky.com/newchannels.htm](http://www.glasgow-ky.com/newchannels.htm)