

KGWN / Bresnan DISH / Direct TV

This story was written before a settlement was announced on 5/9/2009

How long can KGWN-TV hold out?

If this is a financial dispute, Bresnan loses little, Channel 5 will lose much.

Channel 5 is a minor player in the offerings of Bresnan Cable but Bresnan is a major player to Channel 5's ability to sell advertising. According to what has been publicly said, Bresnan provides about 80% of the Channel 5 viewers. Built-in antennas, satellite and outside antennas account for the rest.

Channel 5 on Bresnan (here in Cheyenne) is one of about 50 - 175 channels offered, depending on the package being bought by the customer. Aside from some local news and the local weather, which is now being supplied in abundance by Bresnan through the Weather Channel, virtually all programming can be seen on the Denver channel (69 or 769) provided by Bresnan. And, because KGWN has gone to more and more "non-Cheyenne" news, weather and sports, viewers may not miss the local channel that much.

The longer the dispute lingers, the less viewers will notice they don't have Channel 5 anymore.

Channel 5 cleverly tried to downplay the financial demand they were making on Bresnan. Stating, "just 2 cents a day," locals were probably initially emphatic to KGWN. What's two cents a day?

Well, from Bresnan's viewpoint, it's a lot of money. "Only two cents" a day equals \$7.30 a year per subscriber. If there are indeed, 30,000 subscribers of Bresnan in Cheyenne and Laramie, that's \$219,000 a year.

To cover the direct costs demanded by KGWN, Bresnan would have to raise their monthly rates by less than seventy-five cents per subscriber. Most would tolerate that. Maybe not those in Laramie.

There are many Wyoming towns and cities that don't have local news coverage so Laramie could tolerate that rather than pay another 75 cents a month to still see no local news or sports.

But, what if every station carried by Bresnan demanded the same \$7.30 per year per subscriber? Subscribers would not, and many *could not*, pay that freight.

Bresnan does pay for many, if not most, channels. How much do they pay to provide *the mtn*, which broadcasts Mountain West Conference games?

Advertisers in Cheyenne simply will not, and should not, continue to buy KGWN advertising if Channel 5 can provide only 20% of the audience. And, Bresnan won't lower rates because they don't provide Channel 5. So, who loses money and who remains the same? Our Nebraska readers can figure out that one.

This writer was considering changing Chateau Herald to satellite (and Qwest for internet) before KGWN went dark. Comparing costs for cable, DISH and Direct TV, cable comes out highest. One of the factors in going to satellite was that Direct TV does not carry Channel 5. Mrs. Herald wants her local weather - forget local news and sports - just local weather. DISH carries Channel 5 but not *the mtn*. *The mtn* said they had presented the same contract to DISH that Direct TV had agreed to but it was rejected.

So, that's our choice here at the castle. Have a lot more channels to watch at a local cost with either satellite provider but do without UW football and basketball (not to mention other MWC games) if DISH is chosen, or go with Direct TV, expecting that Channel 5 will someday be provided. A Direct TV salesman said Cheyenne was in the "3% of the country without local station availability."

Truthfully, Channel 5 not being available on Bresnan helps the decision-making here at the villa. And in about two more weeks, I will pull the trigger. We don't want to miss the UW games so Direct TV will likely be the choice - 7000 free premium movies channels or not.

It's going to be harder for KGWN talent like Tara Vreeland to flee Cheyenne. Nobody sees what you're doing, guys. You can't impress if you're not being watched.

"Scalping" tickets

Now, just how many events are there in Cheyenne where someone could sell unused or unwanted tickets for more than face value? The Letterman? Jim Gaffigan? Sawyer Brown? LaToya?

Come on.

Anytime we've walked past people outside the main gate at Frontier Days who were offering tickets, they were just trying to get their money out of them. We've never gone to the Park without Night Show tickets so it may even be possible to negotiate the price below the face value. At Coors Field, people unloading their tickets will take what they can get, it is reported. That is not uncommon.

Why do these characters on the City Council always scramble for every bit of chum thrown at their feet by Cheyenne Frontier Days?

This issue isn't about people who already own Night Show tickets selling them for more than face value, it is about CFD not being able to sell new tickets to those who otherwise might pick up a bargain or better tickets on the way in. Come on, guys, you don't have to claim every dollar spent during those ten days - allow just a tiny bit of it to go downtown or to people who paid for tickets but now can't use them.

If they want to take some action about "scalping," prohibit ticket brokers from buying tickets in the first place. They skim off the best tickets, then resell them for a

huge profit to institutional buyers. A corporation taking a deduction for the ticket cost does not care what they pay - they just want the best seats for their clients.

That is the only scalping going on with CFD Night Show tickets.

It is nobody else's business what a buyer does with tickets they have purchased. If someone wants to stand outside the main entrance, on the sidewalk or near the entrance, and give their unused tickets to a family coming in, why should they be stopped? This is all about milking every penny spent during those days in July - not about someone making a profit or losing on the sale of unused tickets.

If someone bought four tickets to see Kellie Pickler and Taylor Swift, then has a family emergency at the last minute and has to travel to Ohio to be by Grandma's side to see her one final time, why should a bunch of Forrest Gump IQ councilmen prohibit the sale of those \$78 tickets - however and at whatever price they can?

Fill the damned potholes, you control freaks! Keep your noses out of places they don't belong and aren't needed.

A thousand feet from the entrance? Convince me this isn't about CFD selling tickets themselves. Let people who intended to support CFD bail themselves out if they can't use the tickets they paid for six months earlier. Greed is not a virtue. It is a vice. Take your avarice and stuff it!

DREAMS

We all have dreams in life. College for the children, retire comfortably, vacation homes. What are your dreams and how are you planning to get there?

Total life planning includes the financial effects of daily events that we don't pay attention to, or expect. If you could save more *would you?*

Financially, where do you want to be in 10, 20 or 30 years?

Contact Brian Lenell, CLU, ChFC
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307-778-2881 – Cheyenne, WY




Securities offered through The O.N. Equity Sales Company. Member FINRA/SIPC, One Financial Way, Cincinnati, OH 45242 (513)794-6794
 Investment Advisory services offered through O.N. Investment Management Company.

Note a new Cheyenne Herald e-mail address:
cheyenneherald@yahoo.com
(Instead of cheyenneherald@bresnan.net)
Both will be active for awhile, but a conversion will likely be made over the coming weeks.

What is the Cheyenne Herald? It is a bi-weekly publication that I hesitate to refer to as a "newspaper" but calling it only an Opinion/Commentary publication does not adequately describe it, either. While much of what appears on these pages is in an opinion, commentary, essay, and/or writing mode, there is also no denying that much of it is breaking news. When we disclosed that Cheyenne Police Chief Bob Fecht had purchased, with public money, a master's degree in criminal justice from an unaccredited diploma mill in Mississippi, that was not opinion. That was not commentary. That was fact. That was news. On the other side of the coin, when I opined that James Johnson of Cheyenne will have a long and productive NBA career, that is not news, that is my opinion. The long and short of it is that the Cheyenne Herald is many things to many people. I will explain what each story is if challenged. Otherwise, it is what you will make of it. Pages will no longer be headed with any description for the words on that page. They are what you will make of them.

Dave Featherly