



TENNESSEE REGULATORY AUTHORITY
460 James Robertson Parkway
Nashville, Tennessee 37243-0505

September 27, 2010

*Arnold,
No PEG channels
provided with the
expired agreement
also Bredder
purchasing Director
Loudon County*

Loudon County
ATTN: County Mayor Estelle Herron
100 River Road
Suite 106
Loudon, TN 37774

RE: **NOTICE of TRA Receipt of Application for or Amendment to Certificate of Franchise Authority**
and OFFICIAL REQUEST for Information

Dear Mayor Herron:

On September 22, 2010, BellSouth Telecommunications, Inc. d/b/a AT&T Tennessee ("AT&T") filed with the Tennessee Regulatory Authority ("TRA" or "Department") an amendment to expand its state-issued franchise service area to include your municipality. By this time, you should have already received notice from AT&T of its intention to serve your area. You may access this and other related filings on the TRA's website at <http://www.tn.gov/tra/dockets/0800115.htm>. The Department is required to send this notice so that you may act to preserve your Public, Educational and Governmental ("PEG") channels and PEG access support payments under Tenn. Code Ann. § 7-59-309.¹

If an incumbent cable TV provider currently serves your municipality,² and that provider's franchise requires that it provide PEG channels or access payments, then you may be able to receive the same number of PEG channels and equivalent support payments from AT&T. But, in order to claim these benefits, you must provide the TRA with information about the PEG channels negotiated under your incumbent provider's franchise *within ten (10) days* from the date you received notice from AT&T that it intended to provide cable or video service to your municipality, specifically:

- (1) The number of PEG channels that have been activated by the incumbent;
- (2) The number of PEG channels that are authorized to be activated under the incumbent franchise; and,
- (3) The amount of any fee or other payment for PEG access support required under the incumbent franchise.³

Please send the above information to: **Tennessee Regulatory Authority**
ATTN: Docket Room (08-00115)
460 James Robertson Parkway
Nashville, TN 37243

A return envelope is provided for your convenience. If you have already forwarded this information to the TRA upon receipt of the notice from the applicant or state-issued franchise service provider in accordance with Tenn. Code Ann. § 7-59-309(a), please disregard this request. Should you have any questions or concerns regarding this matter, please feel free to contact me at (615) 741-2904 x207 or at the address listed above. Thank you for your cooperation and prompt attention in this matter.

Sincerest Regards.

Arnold Reed,
Consultant, Policy & Economic Analysis Division

¹ See Tenn. Code Ann. § 7-59-314(b)(1).

² This means the franchised cable service provider with the most subscribers in your municipality on January 1, 2008, whether or not the local franchise agreement had expired on July 1, 2008 (Tenn. Code Ann. § 7-59-309(a)(1)).

³ See Tenn. Code Ann. § 7-59-309(a)(1).