



SUE MILLER BUSKE
PRESIDENT

THE BUSKE GROUP
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**PROFESSIONAL
EXPERIENCE:**

Ms. Buske has been involved in the field of cable television and local cable and community programming since 1972. In her practice she represents local governments, community media/PEG access organizations, and educational institutions. She has provided advice in the areas of communication policy relating to cable and telecommunications corporations and their delivery of video, voice, and data communications. This has included topics such as initial franchising, franchise renewal, transfer of ownership, cable operator performance monitoring, needs assessment, and all aspects of local cable programming.

Her work has required her to analyze franchise agreements, develop and implement franchise monitoring and compliance processes, develop franchising procedures, draft RFP documents for initial franchising and the franchise renewal process, analyze proposals submitted to cities by cable companies, conduct needs assessments specific to franchise renewal, translate the outcome of those assessments to specific ordinance language, and serve as principal negotiator during franchise renewal and franchise compliance proceedings.

She has conducted in-depth communications studies analyzing the community communication needs and interests of citizens, local educational institutions, and community and civic organizations in communities such as Los Angeles, San Jose, Monterey, Fresno, Ventura, Gilroy, Hollister, Los Altos, Palo Alto, Pacifica, Santa Maria, Humboldt County, Contra Costa County and Santa Clara County, CA; Montgomery County, MD; Arlington County, VA; Cambridge and Belmont, MA; St. Paul, Roseville, Eagan, Burnsville, and numerous other Minneapolis/St. Paul, area cities; Tampa, FL; King County, WA; Columbia, MO; Ann Arbor, MI, and Manhattan and Brooklyn, NY.

With respect to local cable programming, Ms. Buske is recognized as one of the foremost national experts in the field of public, educational, and government access. She has written several books

and numerous articles on access and is in demand as a consultant and speaker.

She has established or assisted in the establishment of public, educational, and government access channels in hundreds of communities, including San Jose, Monterey, Ventura, Sacramento, Santa Cruz, Berkeley, Napa, Petaluma, Auburn, Hollister, Gilroy, San Juan Bautista, Marin County, and Humboldt County, CA; Salina, KS; Grand Rapids, MI; Enid, OK; Gresham and Portland OR; Rockville, MD; Flushing and Staten Island, NY; and Milwaukee, WI.

**SIGNIFICANT PREVIOUS
EMPLOYMENT:**

Executive Director of the National Federation of Local Cable Programmers (now known as the Alliance for Community Media), a Washington, D.C. based national organization serving cities, schools, and nonprofit access corporations. Lead consultant for the NFLCP's Cable Utilization Services. Responsible for day-to-day operation of NFLCP. National spokesperson for the NFLCP on federal, state, and local cable legislation and regulatory issues. (1981-1987)

Regional Coordinator, Urban Institute, Cable Television Information Center, Washington, D.C. Franchising and Renewal consultant. (1980-1981)

Executive Director, Miami Valley Cable Television Council. Responsible for all institutional and access programming. Cable regulatory officer for six-city council of government. (1978-1980)

Program Director, Group W Channel 10 Dubuque, Iowa. Development of access and local origination programming. (1972-1977)

Cable Fellow-Alternate Media Center- New York University School of the Arts (1972-76)

**SELECTED EXAMPLES OF
SPEECHES:**

Alliance for Community Media-Midwest: Strategic Planning and Community Needs Assessment” and “PEG Access Operating Policies” (April 2015)

Alliance for Community Media Annual Conference: “Media Mergers” and “Franchise Renewal In-depth Training” (August 2014)

National Association of Telecommunication Officers and Advisors Annual Conference (1987-2014: Presentations at 22 of the past 30 annual conferences) Selected topics included:

“Franchise Renewal and Cable Regulations in a Digital World” (2014); Franchise Renewal 101: A Primer (2012); Conducting Successful Needs Assessments” (2008); “Developing A Pro-Active Strategy for Protecting Localism” (2007); “Hot Technologies for PEG Access” (2004); “What’s Next for Your PEG Facilities” (2003).

Alliance for Community Media Annual Conference (1978-2014: Presentations at every [37] annual conference) Selected topics included: “Cable Franchise Renewal”; “Boards that Work”; “Key PEG Provisions in Renewal Franchises”; “Successful Needs Assessments”; “Strategic Planning”; “PEG Operating Rules and Procedures”; “Getting Your Ducks in a Row: The Politics of Franchise Renewal”; “Profiles of Successful Network Projects”.

Minnesota Association of Telecommunication Officers and Advisors: “Due Diligence Doing Your Homework: Needs Assessments (May 2012) and “Renewal Trends and Issues” (November 2011)

National Conference for Media Reform: “Organizing for Access in a Changing Regulatory Environment.” Memphis, TN. (January 2007)

National Conference for Media Reform: “Winning Community Media Through Cable Franchise Renewal.” St. Louis, MO. (March 2005)

Symposium on the Los Angeles Cable System: Univ. of Southern California. (June 2004)

Law Seminars International: “I-Net and Community Broadband.” San Francisco, CA. (September 2002)

Three Days in the Desert: “Envisioning Community Media and Information Culture in a Networked Society.” Tucson, AZ (July 2000)

Association of Monterey Bay Area Governments 1996 Telecommunications Seminar: “Telecommunications Issues for Local Governments.” Monterey, CA.

California Association of Public Information Officials: “Cable Television Trends.” Monterey, CA. (August, 1989)

Festival International des Televisions Locales. Marne-la-Valle, France. (June, 1988)

Telecommunications and the First Amendment: “Whose First Amendment Is It?” Washington, DC. (April, 1988.)

Mediaville: “Free Speech On Cable Channels.” Metz, France. (June, 1987).

- SELECTED BOOKS & ARTICLES:** **“Forget PEG “Stations”...Community Media Centers Are the Future”** Washington Association of Telecommunication Officers and Advisors. (Spring 2012)
- “300 Words for the Next 30 Years.”** Community Media Review. (Spring 2006)
- “The Future of PEG Funding and Renewals in the Face of the Changes in the Cable Industry.”** Journal of Municipal Telecommunications Policy, NATOA. (Summer 2005)
- “Maintaining the Foundation of PEG Access in a Changing World.”** Community Media Review. (Winter 2004-2005)
- “Successfully Negotiating a Franchise Renewal -- 2004 Revised Edition.”** Published by Alliance for Community Media. (2 chapters)
- “Why Government Access.”** Journal of Municipal Telecommunications Policy, NATOA. (Summer 2003)
- “A Paella Called Access.”** Community Media Review. (Summer 2001)
- Access Managers Handbook.** Focal Press. (1987)
- Community Television: A Handbook for Production.** American Association of Retired Persons. Editor. (1987)
- Community Programming Resource Directory.** Communications Press. Executive Book Editor and Author of “Community Programming Analysis.” (1987)
- Video User Magazine.** Associate Editor.
- Cable Broadband Communication Book Volume 3.** Communication Press. "Status Report on Community Access Programming." (1983)
- American Cities in the 80's.** "Cable Communications." Conference on Alternative State and Local Policy. (May 1983)
- "Model Language for Request for Proposals: Renewal and Refranchising."** Communication Press. (1983)
- Community Television Review.** NFLCP, Regular contributor. Guest editor of Spring 1981 issue.
- "Community Access: Don't Just View It - Do It." Videomaker Magazine.** (November 1981)
- Cable TV Franchising Primer.** NFLCP. Co-author. (1980)

OTHER: Alliance for Communications Democracy-Board of Directors - Secretary (2011-2015)

Alliance for Community Media (formerly National Federation of Local Cable Programmers) – Former Member of the Board of Directors

Adjunct Faculty: George Washington University, Washington, DC. Instructor, 1984-1985. "The Telecommunications Revolution," "Cable Television and Telecommunications: An Overview."

Adjunct Faculty: Montgomery College, Rockville, MD. Instructor. (1982-83)

Adjunct Faculty: Antioch College, Yellow Springs, OH. (1979-1980)

AWARDS AND HONORS **2013.** Recipient of the Annual Friend of Access Award from Wisconsin Community Access Association.

2012. Recipient of the Joseph Sakey Award from Cambridge Community Television, Cambridge, MA.

2000. Recipient of the Distinguished Alumnus Award from the University of Wisconsin at Platteville.

1987. Recipient of the Buske Leadership Award from the NFLCP.

1980. Recipient of the George Stoney Award for Humanistic Communication from the NFLCP.

1979-83. Selected for inclusion in Who's Who in Cable Television.

1972-76. Cable Fellowship. New York University School of the Arts, Alternate Media Center.