



Municipal Information

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Waco City Cable Channel Launches 1st City HD Channel in Texas

The Waco City Cable Channel, WCCC-TV, launched the first government access all digital HD channel in Texas today, Dec. 8 at 10 a.m. Mayor Virginia DuPuy, City Manager Larry Groth, the WCCC-TV staff, Grande Communications representatives, and Rushworks Broadcast equipment representatives led the launch ceremony in the new WCCC-TV studio at City Hall.

The new HD channel is available on Grande Channel 410. The new all digital technology is now providing current SD viewers on both Time Warner and Grande channel 10 with an improved picture quality, as well as stereo surround sound. Some of the new programming scheduled for the premier this week includes Sounds of the Seasons from City Hall, Brazos Nights concerts, as well as the Veterans Day and Christmas Parades.

Since June of this year, the WCCC-TV staff has been creating all new programming and numerous short segments about our City, its people and government all in 1080p HD that for standard definition (SD) viewers and especially high definition (HD) viewers will provide an incredibly sharper image of Waco.

History of WCCC-TV

On July 16, 1992, the Waco City Cable Channel began broadcasting from its studios in the Waco Convention Center. During the last eight years, the variety and quality of local programming produced and aired on the channel has escalated to a level that has gained WCCC-TV national recognition, including being identified as one of the top three government access channels in the nation by the Cable Access Guild. Based on the consistent contribution of quality local programming Grande Communications has made Texas' first Government Access HD channel available to the City of Waco.

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The Conversion to Digital and HD

As the scheduled conversion from analog to digital television occurs across the nation in February 2009, Waco's older analog broadcast equipment was replaced with new digital HD cameras, and digital editing and playback equipment. In addition, as the scheduled total renovation of the Waco Convention Center begins, the studios have been relocated to the first floor of City Hall.

Now for the first time, a studio with a small set will provide the opportunity for numerous interview-style programs to better inform Waco area citizens about the City and its operation. Some of the new interview style programming will include monthly program updates from all three Chambers of Commerce and other agencies that receive financial support from the City of Waco.

All costs related to the new studio and conversion to digital HD were funded completely through the two cable operators as set forth by the recently adopted State cable franchise agreement. No city tax funds have paid for the new studios or equipment.

For more information, contact Larry Holze, Director of Municipal Information, at 750-5636.

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