

The Go Pack Go Act

*U.S. Senator Tammy Baldwin is Working
to Ensure All Wisconsinites Can Watch Packers Game Broadcasts*

The Problem

Every county in America is assigned to a local television market. While most people live in a local television market that is centered in their home state, some counties – particularly those in border areas – have been placed in an out-of-state market and their residents can receive out-of-state TV broadcasts as a result.

In Wisconsin, more than 415,000 people live in 13 counties that have been assigned to an out-of-state market, in either Minnesota or Michigan. As a result, Wisconsinites in these counties cannot receive some, or any, TV broadcast stations based in Wisconsin. These Wisconsin residents may therefore lack access to programming most relevant to their Wisconsin communities – such as local news, information about local and state government, and sports.

This means Green Bay Packers fans in these 13 Wisconsin counties may end up with Minnesota Vikings or Detroit Lions games, not Packers games, when those teams are playing at the same time.

Senator Baldwin's Go Pack Go Act

U.S. Senator Tammy Baldwin introduced the *Go Pack Go Act* to make sure all Wisconsinites, no matter where they live across the state, can watch Green Bay Packers game broadcasts.

The *Go Pack Go Act* would require cable and satellite providers to provide their Wisconsin subscribers with access to programming from broadcast television stations in a Wisconsin media market. These local broadcasts may be more relevant to their daily lives and help them stay informed and entertained by Wisconsin-focused programming, including Packers games.

Packers fans in the following Wisconsin counties would benefit from Senator Baldwin's *Go Pack Go Act*: Ashland, Bayfield, Douglas, Iron and Sawyer Counties in the Duluth-Superior media market; Barron, Burnett, Dunn, Polk, Pierce, St. Croix, and Washburn Counties in the Twin Cities media market; and Florence County in the Marquette, Michigan media market.