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CABLE: THE LOCAL COMMUNICATOR

9400 American communities are served by 4000 cable systems. In many instances, local groups, governments or individuals find unique uses for cable channels in response to the needs in their community.



Sun-Democrat
Paducah, KY
March 29, 1978

Do-your-own TV promoted

By STEVE WINGFIELD

Sun-Democrat Staff Writer

A workshop showing people how to prepare their own television messages for use on Paducah's cable TV system is planned for April 20-22.

The free workshop will acquaint participants with ways of preparing and producing material for use on the public-access channels of cable TV, according to Paducah Cable Communications Authority consultant Allie Morgan.

The workshop will be held at Paducah Tilghman High School.

The cable system began service in the Cornell subdivision area recently. The cable has three channels assigned for use by the public. One channel is for educational purposes, one for government and one for the general public.

"These will be here for people to use," Morgan said. "All kinds of messages can go out," including locally-produced programs on health care and crime prevention and sporting events or governmental meetings, he said.

The first day will be devoted to teaching students. The second day will be for people in-

involved in local government and the third for members of the public.

The sessions will be conducted by Jon R. G. Dunn, director of public media for the Kentucky Arts Commission. He

will be assisted by others from the arts commission.

"What it would do for you is you would learn how the equipment works first," Dunn said at a meeting of the "Access Channel Planning Committee" Tuesday. Participants also will become acquainted with concepts of production and the kind of product they can expect, he said.

The sessions will begin at 9 a.m. each day. Dunn noted that one of the sessions will be taped for later use on one of the access channels.

People can register by telephoning Mark Madison at Tilghman High School, 442-7551, or Morgan at city hall, 442-7561.

Morgan noted that most CATV systems across the country do not have access channels. Dunn said that out of approximately 150 CATV systems in Kentucky, only 10 or so have access channels.

Access to most forms of the media are limited, Morgan said, whereas cable TV allows more community involvement.

Dunn said that groups using the access channels "can really

explore a topic" or deeply than most video news, which video news only skims the surface.

Comcast, Inc., which operates Paducah CATV, is responsible for maintaining a facility for public use. Governmental and educational groups or organizations have to take care of themselves, Morgan said.

The Miami Herald
Miami, FL
July 15, 1978



— Associated Press

Ohio Couple Responds to TV Question ... they vote by using control panel buttons.

City Meeting Held Over Cable TV

UPPER ARLINGTON, Ohio — (AP) — Many residents of this affluent Columbus suburb attended a city meeting while sitting at home. They were part of what was billed as the first public meeting via two-way television.

Most of the city's 43,000 residents went about normal activities, but 2,000 to 2,500 tuned their televisions to a two-way discussion of what to do with an older part of their town.

The cable TV program was broadcast only to Upper Arlington residents. Other customers of the Columbus-area system had their normal program selection among 30 channels the cable system offers.

Viewers participated in the town meeting, giving their views on questions shown on the screen by pushing buttons on a control panel that goes with the cable TV system.

THEY LET town fathers know, for example, that 60 per cent of the residents wanted a housing code but that only 35 per cent lived in the Old Arlington area being discussed.

The hearing was a joint venture by Upper Arlington and Warner Cable Corp.'s two-way cable TV operation in the Columbus area, as a demonstration of another use for the system.

The system, begun in the area last December and dubbed QUBE, allows customers to use a control device to give yes or no answers to questions posed on the screen. Answers are electronically recorded and tabulated in QUBE studios and responses can immediately follow the question on the screen.

Arlington officials turned to QUBE after getting little response to a voluminous printed proposal for revitalizing the older part of town. QUBE officials put together a half-hour program of information on the proposal and for 12 days before the meeting showed it on various channels more than 100 times. They estimated more than 10,000 households viewed the program.

RON CASTELL, vice president for marketing at QUBE, said the system can provide viewers everything from airline schedules to grocery prices and school lunch menus.

It also offers 3½ hours daily of QUBE-produced programs, ranging from man-in-the-street interviews and talk shows to talent contests. With 30 cable channels to use, QUBE also offers self-improvement courses in shorthand, backgammon, golf and writing.

Customers have access to 20 channels as part of the basic service but an extra charge is levied for the other 10, which are used for such things as first-run movies or X-rated films.

News Chronicle
Thousand Oaks, CA
April 6, 1978

Public has access to television to publicize events, programs

Local schools, organizations and individuals interested in publicizing events and programs via public access television may do so by contacting Rosemarie Wittig, public access television coordinator for Conejo Future Foundation.

Classes in video instruction, loan of equipment and scheduling of technical crews for taping events can all be arranged through Wittig by calling 497-8546, Ext. 27.

Programs which will be aired over Storer Cable Television, Channel 8, will begin showing regularly in May. Time schedules will be announced on Channel 8 each afternoon from 5 to 5:30 and between programs.

Already earmarked for weekly time slots in May are "Teen Challenge," a program concerned with youth drug-related problems and solutions; "Senior Survival," panel discussions concerning agencies which assist with every day and emergency needs; and "Hot Seat Tapes," produced at Moorpark College, which deals with

materials relating to different types of employment. Two local schools, Lindero Canyon School and Sequoia Intermediate School, produce their own programs for viewing on a regular basis.

Programs "in the works" include Conejo Valley Days coverage, a children's animation program, a video presentation of the last 30 years in The Conejo and a discussion on the Conejo Community Service Clinic.

Following is a schedule of community interest programs to be aired next week:

- Jarvis-Gann Initiative Discussion featuring Dr. Wayne Butterbaugh, superintendent of the Conejo Valley Unified School District; and William New, Peoples Advocate spokesman, on Monday from 6-8 p.m. in Westlake-Agoura and Tuesday from 6-8 p.m. in Thousand Oaks-Newbury Park;

- Miss Conejo Valley pageant on Tuesday from 7-10 p.m. in Westlake-Agoura and Wednesday from 7-10 p.m. in Thousand Oaks-Newbury Park.

'Want to Be a TV Star?—

Ch. 16 Puts 'Amateurs' in Limelight

By JIM MCGUIRE
Gazette Reporter

The opportunity to actualize your fantasies, and, in a way, switch places with stars like Walter Cronkite, Woody Allen, or even the Galloping Gourmet, has come out of Schenectady's own public television station, Access Channel 16.

* * *
Every weekday at 11:30 a.m. and 7 p.m., amateurs appear on shows they've created on a program called "Schenectady."

Produced by Paul Klompas, "Schenectady" brings together a series of five to 10-minute shows, running in sequence and changing daily, that cover everything from comedy, cancer and cooking, to interviews with notable locals.

In collaboration with Brian Driver, Gazette reporter Larry Wright does a weekly comedy sketch entitled, "How to Survive Bachelorhood." Associated Press writer Greg McGarry hosts "Schenectady Profile," a series of interviews with local celebrities and personalities. Other efforts include a guide to wines with Otis Hoffman, manager of Phil Englehardt's Liquor Mart; Art Opportunities with Judy Harris; Art Review with Jane Goor; Travel with Marie Murray; Energy Saving with Dave Guseman; Cooking with John Baker; Exercise with Janet Weiks; Fishing with Larry Cuthoys; and Sports with Joe Slowey.

These and other shows combine to bring a new universe to the screen each day. On channel 16 it may be amateur night, but many of these amateurs cannot be identified as much.

Broadcast out of the McClellan Street studio, "Schenectady" is the brainchild of Klompas, who said, it sprang from an obvious need for a daily access show; one that could draw a regular following. It is the first show of its kind on Access TV.

Surviving on the efforts of volunteers, the show continues on a week-by-week basis with some 20 show hosts and a handful of technical crewmen.

Directed by Ben Declue, "Schenectady" has just completed four of 13 weeks of scheduled programming. Klompas hopes that a rejuvenation of the show at the end of the current run can be launched on a more sophisticated basis with the benefit of federal funding. With money, which would include salaries for a permanent technical staff, Klompas would like to extend the present half-hour format to a full hour.

A salaried staff, able to devote more time to the effort, is bound to produce a more professional level of programming, says Klompas.

The importance of efficiency became apparent at the outset of the present run. During the first weeks, defective video tape wiped out three of the five scheduled shows. In the second week, only one show bit the proverbial dust, and Klompas says, it seems as though now most of the bugs have been eliminated.

There are some 16,000 cable vision subscribers in the Schenectady area. The Federal Communications Commission requires that any company with more than 3,500 must provide a public access channel.

Through the auspices of the Schenectady Access Cable Council and Schenectady Cable Vision Company, television production workshops are conducted at intervals for interested residents. A special, three-hour course is included on the operation of video equipment.

Although "Schenectady" has all the people it needs for the present run, Klompas has encouraged residents to get geared up for the next cycle.

Stop living vicariously and be a star!

Jackson Citizen Patriot
Jackson, MI
February 5, 1978

Community program returns to cable TV

By JO GRIFFIN
Citizen Patriot TV Writer

Community oriented programming on cable television is returning to Jackson.

Project Video, a CETA-funded program working through the Jackson County Intermediate School District, will air its first series Feb. 6 through Feb. 13 on channel 8 (Continental Cable) and channel 10 (Summit Leoni Cable).

Robert Hollis, program director, and assistant Diane Maddock said the program has two objectives: To provide the community with educational programs and to assist community non-profit groups gain time on cable television.

"Project Video is working hard to retain the creative video legacy that Nancy Howser and the late Kim Beaman initiated three years ago on cable television in Jackson and Hillsdale," said Hollis.

The first program will be an in-depth interview series on "Child Find," a special project sponsored

by the intermediate school district. It is geared to help children, mainly those from birth to 5 years old who have hearing, speech, visual, mental or emotional handicaps.

Interviewed by Connie Miller, speech pathologist, a panel of Jackson area doctors, social workers, special education teachers and parents of handicapped children will discuss the special child.

They will take a close look at the meaning of Child Find Week, special education, parenting and teaching the handicapped. It will be on channel 8 (Continental Cable) at 1:30 p.m. (repeated at 8 p.m.) Monday, Tuesday, Thursday and Friday. It will be shown on channel 10 (Summit-Leoni Cable) at 11 a.m. Monday through Friday (repeated at 1:30 and 8 p.m.).

Video services provided by the Media Services Center of Jackson Area Career Center give students experience in their chosen field.

Two major changes due for local TV cable

OIL CITY - Two major changes are scheduled for subscribers to the local television cable system according to officials of Sammons Communications System. Neither of the changes involves the recently announced monthly rate increase, it was stated.

Beginning next Monday, five programs will be aired as local television programming begins here.

The second change according to Sammons, will be pay TV, with over 12 feature films being offered each month via the cable system. This change is expected to be made sometime early next spring.

The local shows will be televised one hour each evening from 8 to 9 o'clock and will preempt NBC programming over WIIC, Channel 11 out of Pittsburgh. It was noted that two other NBC channels, WICU in Erie and WFMY in Youngstown air the same programs which would appear over WIIC. The Pittsburgh station will not be eliminated from the local cable.

The local station will be known as 11 Oil City.

Jeff Sterling, Venango County's public access television coordinator stated that shows produced locally will fall under the realm of public access television. He said that the object of this form of programming is public use of a station on which activities of local interest can be telecast.

Sammons' only responsibility under FCC regulations is to provide a channel and facilities for transmitting taped programs. Sammons also is providing cameras, related equipment, and a studio where some local programs may be taped.

Sterling said that Sammons is not to be responsible for the actual production of any programs. Instead, the local shows will be produced through Venango Video, a new group seeking to promote public access television in the county.

A number of student volunteers for Venango Video along with Sterling will provide assistance to individuals or organizations interested in putting together a television program.

Sterling said that there will be three Oil City High School students, three from Venango Christian and one from Cranberry helping with the production and telecasting of the local programs.

Venango Video director Sterling said that two of the five shows to be telecast next week will be produced specifically for

the area audience. The Chamber of Commerce will produce a half-hour show entitled "Chamber Update" in which Paul Gradwell, executive vice president of the C of C will interview chamber representatives and local officials. The remaining 30 minutes will be arranged by Youth Alternatives.

The remaining three half-hour programs will be of interest to residents elsewhere, and the shows are currently being telecast over Community 6 serving Franklin. These shows include: "Out and About," a talk show, "Prime Times," produced by the Area Agency on Aging, and "Morning Glory," a show put together by the Venango County Agriculture Extension office.

Sammons plans to have pay TV in operation here prior to May. Frank Drelick, manager of the local Sammons office said that his firm is adding the service to a number of its cable systems throughout the country. The service will be made available through Show Time, a firm which provides pay television in the U.S.

An adjustment in the local Sammons equipment will be made in order to accommodate pay television. Customers interested in subscribing to the service would have to have a converter attached to their TV set. This change will not be mandatory to present subscribers. The cost of installing the converters has not been established, Drelick said.

The films to be shown over the pay TV system would be aired several times during a month, being placed in several time slots to allow all viewers an opportunity to view the shows. 2

Press-Merit
Malden, MO
March 30, 1978

Bernie to Telecast Local Programs On Cable TV Beginning April 1

by David Black

When the FCC authorized the first commercial TV beginning on July 1, 1941, it might be safe to assume that many Bernie citizens were skeptical of even the possibility of having a television set in their home. A suggestion by someone that Bernie might have their own channel could have been more absurd then . . . but not today.

After many years of development in the television broadcasting medium, primarily used for sending visual impressions of reality through space and with the expansion of cable TV or CATV (community antenna television) since 1950, Bernie will air its first community program April 1, 1978.

Mayor R. B. Woods Jr. said that when the City Council first began to discuss the possibility of contracting with a cable TV company, H. C. Newingham and Luther McDowell quickly grasped the idea and talked with several companies. "We (the City Council) discussed installation of a cable TV with Midwest Video, Inc., Delta Cable Television and Cotton Hill Cablevision, Incorporated. After considerable research and listening to each of the companies' representatives, the equipment committee decided to go with Delta Cable. With this recommendation, the council voted to accept Delta," he said.

CHAIRMAN OF THE COMMITTEE, H.C. Newingham, said, "We decided to go with Delta because they offered to assist us with installing the equipment necessary for Channel 2 and even provided some of the costly equipment. Steve Bell, owner of the Delta Cable, has even built some of the switching equipment for the city. Bell has taken a great deal of his time to show our broadcaster and cameraman the proper usage of video and this we have appreciated."

Newingham said Jack McGowan and Wayne Waltrip will be working as Master of Ceremonies and cameraman respectively. McGowan and Waltrip will be newcomers to the visual field, but both have faced the problems of learning a new media with patience and determination.

McGowan said, "This will be my first experience as a broadcaster, but I have had some speech classes while in college and that should help. We started working with Steve Bell during the fall of 1977 while taping a volleyball match in the school. It has been exciting from the first day and we are looking forward to our air time in April. We still have a lot to learn, too." Waltrip added that this is his first experience as a cameraman and credited Bell with his accomplishments behind the Sony camera.

The synopsis discussed for programming has all been on a local level covering news, weather, civic clubs, sports and church events. The committee hopes to have as much school involvement as possible.

NEWINGHAM IS PARTICULARLY interested in programming for church activities and local gospel singers from the surrounding cities. "All we ask is for them to give us notice as soon as possible and we'll be happy to give gospel groups air time. Quartets can call the Bernie police station, 293-4454 or 293-4295," he said. He added that a rotating of church programs will come under the suggestion of the Bernie Ministerial Alliance. "I would imagine it will be on a voluntary rotating schedule," said Newingham.

The city now has a Sony color television camera, two recorders, color monitor, switching equipment and

various other essentials, all amounting to about a \$10,000 investment.

Mayor Woods said the proposed air time is approximately from 6:30 a.m. to 7:30 a.m. and the broadcast will be live in the morning and taped replays for the weekends or afternoons. Most programs will be run about 45 minutes.

Also, the committee has emphasized what they call an important concept and that is educational purposes within the school system. McGowan said, "The Bernie journalism class is participating with the committee and it is hoped that eventually that the school will own some equipment."

ONE PROMISING ASPECT of Channel 2 will be the community's capability of informing citizens of storm warning or civil defense use. "With this equipment, we plan to broadcast live during severe storms and keep the people informed of the latest developments during all disasters affecting Bernie," said Newingham.

As part of their on-the-job training, the Channel 2 "crew" has taped a two-hour program during a dance for senior citizens, taped the Bernie Citizen's Advisory Committee meeting, interviewed the Mayor and members of the Bernie civil defense department.

When not using the channel to air specific programs, weather conditions and music will be shown continuously.

Members of the equipment committee are H. C. Newingham, Neal Botsch, Reverend Kent Atkinson, Mrs. Reba Sides and Jack McGowan.

The possibilities inherent in cable TV have led some visionaries to predict a future in which all Americans will receive television by cable, with the airwaves left free for radio broadcasting and land mobile units.

Hey, you wanna be a television star?

By PETE TITTL
Daily News staff writer

BELOIT — Did you say you always wanted to be a TV star? Do you think some problem needs public attention and you'd like to be the Walter Cronkite of Beloit? Or maybe your group just needs publicity for an upcoming event.

There's an opportunity for Stateline area residents to use an open forum procedure called Public Access. This service is provided by Beloit Cable TV and the City of Beloit to comply with federal regulations governing cable companies. Anyone can broadcast their own television production. However, so far few people have put themselves on channel 2.

"More people would probably use this service if they knew about it," said Ms. Peggy Bredeson, a member of the Beloit Cable Advisory Commission. "In some cities, the demand for public access is so high they run it all day. In Beloit, there isn't even a regularly scheduled time for the broadcasts.

"There really hasn't been much demand for it so far," Brad Dobbs, an official at Beloit Cable TV, said. "Right now, we run the access broadcasts after our regular programming such as the news."

Dobbs said the company has a 10-day waiting period after an application is filled out. The company is not allowed to censor the broadcasts, but it must also make sure legally prohibited material is not broadcast.

There are two ways citizens can use public access: 1. go to the cable office and let them film you in the studio, or 2.) produce the program yourself using the portable camera and videotape machine owned by the city.

If you let the cable company produce the broadcast, you get the first five minutes free, but must pay \$50 per hour after that.

If a person wants to produce their own program, there is no time restriction. Any Beloit adult can borrow the equipment, which is stored at the library. Ms. Bredeson can train the person to operate the equipment in a few minutes, and the equipment is loaned for a three-day period.

"This can be used for church pageants or a play somebody wants to broadcast, or maybe they want to bring public attention to some problem in the community, like a pothole. Obviously, they can't bring this down to the studio, but they can film it themselves."

Ms. Bredeson said there are no facilities for editing, so planning is necessary.

If the group or individual wants to keep a copy of the tape, they have to have to buy a replacement tape for about \$14.

There are only four restrictions on what may or may not be put on the air: 1.) no obscene or indecent material, 2.) no lotteries or contests, 3.) no advertising for commercial products or services, and 4.) no appearances by publicly announced candidates for government offices.

So if you're a musician, and would like to show your talent to the community, a philosopher who would like to explain the problems of the world, or just a common man who would like to express his views on social and political issues, here's your chance.

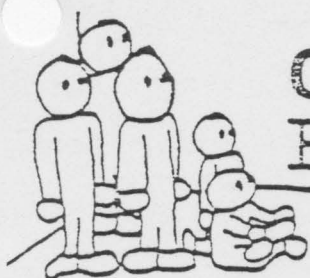
And who knows? Harry Reasoner is rumored to be leaving ABC. This could be your big break.



cablenewsletter

IUSB's Division of Continuing Education and Indiana's Commission for Higher Education, funded by Title I, Higher Education Act of 1965, providing community information through "The Citizen and The Cable" project. (219) 237-4169

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CITIZEN & CABLE Access Broadcasts Premier March 22



Three Cheers—a major breakthrough in our area's broadcast potential is in the offing! Regularly scheduled local access programming through THE CITIZEN AND THE CABLE is slated to begin Wednesday, March 22. And, with the cooperation of Indiana Cablevision, the majority of these weekly broadcasts will be repeated on Saturday of the same week at 2:00 p.m.

Premiere programs for the access broadcasts will be:
3/22 6:00 p.m.

"Body Maintenance - An Owner's Manual" and "How to Talk to Your Children About Health"

Repeat broadcast on 3/25,
2:00 p.m.

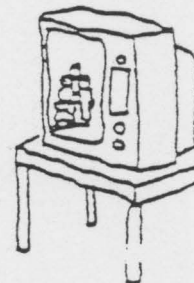
3/29 6:00 p.m.
"Speak-out on Women and Finance"

Repeat broadcast on 4/1,
2:00 p.m.

These weekly broadcasts of local access programming represent a small but important step to full utilization of the access channel.

Several members of THE CITIZEN AND CABLE'S Task Force should be recognized for their involvement with the project. Mr. Robert Laven, Mr. Harry Kevorkian, Mrs. Peggy Carberry, Mr. Hugh Warren and Mrs. Nancy Komers are developing strategies for increased awareness of access programming. One of the planned projects is to

send mailings to all current cable subscribers alerting them to the upcoming access programs.



MORE NEWS INSIDE.....



LOCAL GROUPS RECOGNIZE ACCE

"NEWSROOM 3" Project of S.B. Students

Junior-high students in the South Bend area are "viewing" television a little differently this Spring -- from in front of the camera rather than in front of their home sets. CABLE NEWSROOM 3 will provide an opportunity for middle-school students to completely write and produce their own news program for broadcast on the public access channel of the local cable company.

The NEWSROOM 3 series is being jointly sponsored by Indiana Cablevision and "The Citizen and the Cable". Lee Turza, project coordinator for "The Citizen and the Cable," noted that "this is an excellent way to initiate the educational community into the uses of access programming. The project provides a real learning experience for the students on several levels: career orientation and journalism for example -- as well as demonstrating to the administrators the potentials for local access programming."

The students seem genuinely excited by the opportunity to put together in news format the events and interests of their lives. Sports celebrities have attracted the most attention of the student newscasters. One school has contacted such personalities as Joe Montana and Ken McAfee of Notre Dame football fame to appear in interviews for their program; another was hoping for a commitment from certain members of the Chicago Cubs. Each middle school involved in the project will

be responsible for the complete production of a half-hour news program. Students will fill all staff positions utilized in any actual news broadcast except for the technical and engineering functions where they will assist regular cable production staff.

The actual taping of the programs is scheduled to begin in February of 1978 and will be at the studios of Indiana Cablevision. Lee Ann Penny, Public Relations director of Indiana Cablevision, has assured the project the full support of the cable company: "... broadcasts of CABLE NEWSROOM 3 will be aired at least twice on the public access channel. Those schools not receiving the cable signal will have available a videotape for use with the students, teachers or parents."

Other facets of CABLE NEWSROOM 3 project include visits by Ms. Turza and Ms. Penny to each of the classrooms before the actual production of the programs begin. "These visits give us a chance to explain to the kids the nature of cable broadcasting and the benefits that the cable access channel can be to our community" explained Ms. Turza. "We have found that the students grasp the possibilities of community television more rapidly than some adults we have talked with -- they have given us some very creative ideas to work with in the NEWSROOM 3 programs and for future programs."

Weekly Religious Series From Clay U

Members of the Clay United Methodist Church in South Bend are developing weekly fifteen-minute access programs as a means of furthering religious education. The series, "Community Church Concerns" was conceived as a direct result of a regional workshop for Methodist lay workers on the potential of public access cablecasting presented by Dr. Eileen T. Bender, "The Citizen and the Cable" project director.

Mrs. Dorothy Montague, serving as producer for the series has been able to recruit production crew members from the Clay congregation. Host of the programs is Reverend William Imbler, pastor of Clay United Methodist.

Each week a different interdenominational topic of current interest will be featured. The initial topic "Pare Religious Books" will be produced at IUSB, utilizing an interview format. Future programs, and especially those dealing with local church architecture, will employ portable taping equipment for on-location coverage. Program areas under consideration for development include medicine and religion, jail chaplaincies, nursing home ministry, juvenile justice neighborhood centers and the church.

Mrs. Montague emphasizes that participation in "Community Church Concerns" is extended to any church denomination in the area. Please call her for further information at ph. 272-4450.

Guide To Access Production

Your organization has a great idea for a cable access program. Fine, but what happens next - where do you go and what can you expect for the valuable dollars and time your group will invest? We offer the following guide to access production at Indiana Cablevision in South Bend as a ready reference to these questions.

Air Time:

The air time for your public access program is available at no cost through federal mandate. And the Federal Communications Commission has also guaranteed that all cable stations of relatively large size (over 3,500 subscribers) must maintain available facilities for the airing of public access programming. Thus, if your program has already been produced and is in the correct format - 3/4" videocassette - you will probably have little problem in scheduling it for immediate broadcast on Cable Channel 3. This scheduling is the responsibility of the program director at Indiana Cablevision.

Production:

To address the problem most of us share - a great idea but no available equipment or facilities to transform that idea into the reality of a completed program - three solutions should be investigated:

1. Production of your program at the studios of Indiana Cablevision, 815 E. Pennsylvania, with your crew. - The financial cost to you in this instance is a studio facilities charge. We must make clear that Indiana Cablevision is currently in the process of a rate restructure and the following charges are subject to change. The following rates are those in effect at the time of this printing:

-first fifteen minutes	no charge
-additional fifteen minutes	\$10.00
-additional thirty minutes	15.00
-additional forty-five minutes	20.00
-additional sixty minutes	25.00

Note: If your production exceeds the initial fifteen minutes, the minimum charge is \$10.00 for any additional use of studio facilities.

2. Using both studio and crew from Indiana Cablevision is of course more costly but is relatively inexpensive considering you will have an hour's worth of finished programming ready for broadcast when you have finished.

Studio time for forty-five minutes	\$20.00
One-hour (minimum) crew charge	<u>25.00</u>
	45.00

Again, these rates are subject to change without advance notice.

3. Production through "Citizen and Cable"

The staff of "The Citizen and The Cable" gladly offers our resources to assist you in both the planning and production stages. Our production is done in cooperation with IUSB's Audio/Visual department using two black and white cameras. The facilities are limited but include all equipment necessary for a studio production. In addition to working with you individually - we offer workshops in different technical areas. "The Citizen and The Cable" can help with distribution of your program - statewide or even nationally. Please call us at the phone listed on the from page for information on these services.

POTENTIAL; PRODUCTIONS BEGIN

"SPEAK-OUTS" Taped

The South Bend Commission on the Status of Women is expanding its voice - and probably its influence in Michiana area - by utilizing "THE CITIZEN AND THE CABLE" video-tape coverage of their "Speak-Out" Series.

"Speak-Out: On Finance," the first of the series taped Saturday, February 16 at the South Bend YWCA, included examinations of how social security, pension plans and tax laws affect women.

Selected portions of this program will air on cable channel 3 of Indiana Cablevision on March 29, 6:00 p.m., with a probable repeat at 2 p.m. Saturday, April 1.

The objective of the "Speak-Out" programs is to provide a monthly forum for open discussion of contemporary women's issues. The impact of these public meetings can now extend beyond the immediate audience able to attend the "Speak-Outs" and encompass all of Indiana Cablevision's 30,000 subscribers.

ACCESS itself is very similar to the First Amendment right of speech. I think that's why people identify with it so strongly and basically feel that it's a good idea. Even though they might not be able to talk about how it would be implemented or what it would look like, it's something we all agree is a good idea.

Bill Koenig,
Director, Video Action Center
Columbus, Indiana

So. Bend Possible Site For Regional Cable Conference

THE CITIZEN AND THE CABLE is making tentative plans to host a regional meeting of NFLCP - the National Federation of Local Cable Programmers-at IUSB during June of this year. The newly-formed Federation is composed mainly of access programmers and producers from across the country. One of the main objectives of the group is to engage in advocacy efforts for access broadcasting on local, state and national levels.

The Michiana area falls into the mid-central region which is being coordinated by Don Smith, access producer for Cable Channel Seven, Bloomington, Indiana. Channel Seven is an adjunct of the Monroe County Public Library. (Many of our readers will probably remember Don from his participation in last year's "Schoolcasters and Bookwatchers" Conference in Elkhart.)

The prospect of this regional conference offers exciting possibilities for access broadcasting in our own area. We will be able to benefit from the first-hand experience of these veteran cable casters and hopefully stimulate our own community groups to increased activity in access programming.

TEST PATTERNS Public Access Potpourri

Visual Literacy Conference originally planned for April has been re-scheduled for May.

Ms. Cathy Enlow from Lincoln Nebraska has been named to the position of Video Librarian for the Mishawaka Public Library. Cathy is in the process of ordering equipment, talking with Mishawaka groups and formulating policy for MPL's video project. Cathy will also serve on THE CITIZEN AND CABLE TASK FORCE.

Plans are being readied for an in-service day on video for area librarians. Mr. Hugh Warren from the South Bend Public Library has indicated that the Clay Library Branch would be an excellent location for this workshop as they are expecting completion of their cable hook-ups

in the near future.

December workshop in "Principles of Video Production" was an unqualified success. Over sixty participants shared challenges and successes of production with area resources. Thanks extended to Task Force Members Mr. Ernie Buck and Mr. Line DesRosiers for coordinating this conference.



THE CITIZEN AND THE CABLE
DIVISION OF CONTINUING EDUCATION
Eileen Bender - Project Director
Lee Turza - Project Coordinator

Star & Herald
Dwight, IL
January 26, 1978

Trustees Approve Contract For Cable TV Storm Warning System

After a long negotiating period the village board of trustees entered into a contract with Sammons Communications to set up a storm warning system over Dwight's TV cable system.

The action took place at the regular council meeting Monday night. Cost to the village, a one-time expense, will be \$4,515. Complete details of how the system will be set up will be announced later.

Purpose of the system is to give local residents a warning of impending storms via the television set. Such systems are used in other cities and villages and are considered quite successful.

It was pointed out that the village is continuing to work toward installing a better siren system so residents will have a "double-edged" warning of approaching bad weather.

UPDATE:

The system was energized in April. By dialing a special telephone number, the emergency automatic alert system can be tripped at several possible government locations: fire stations, U.S. Weather Bureau, civil defense offices. This telephone number blanks all the channels on the cable system and gives an audio message of approaching severe weather.

Reporter
Castro Valley, CA
February 23, 1978

Seniors boast 'first-in-the-nation' TV show

By VIRGINIA DEGNER

Castro Valley's cable television station, under the direction of the Castro Valley Adult School, can boast of a "first-in-the-nation" television show, by and for senior citizens.

The one-hour show is called "Caring" and focuses its programming on the older adult. The format is a magazine style, with a segment allotted to social service information and referral.

An average program consists of an interview, inspiration, information and referral, and an entertainment section featuring local talent.

The "Caring" show originated in Hayward over channel 3 of the cable system. It is now part of a local workshop directed by Ed Bathurst and Joanne Thomas, Castro Valley Adult School television teacher.

Ms. Thomas and Bathurst have been working together since 1973 in recreation programs at local convalescent hospitals. The two friends experimented, using television to help develop self-esteem in patients.

They discovered the seniors sat straighter and participated in the group activities more after seeing themselves on video tape.

That started Ms. Thomas and Bathurst thinking of using television to build self confidence in the older adults with a show of their own. The desire grew, and finally a break came.

"Finally, cable channel 3 in Hayward called us to see if we'd be interested in putting a show together. We were told we would have to find our own crew. That really challenged us," Bathurst said.

"We advertised in the paper and got 20 people to come and take training with the

technical engineer of channel 3, Dave Lezynski. That group now forms the core of the "Caring" show. New people are always welcome to join the workshop, of course," Bathurst said.

The "Caring" crew run the camera, act as floor director, program coordinator, host the interviews, give the inspirational talks and keep an updated information and referral spot.

Some of the performing talent has been seniors in their 80s and 90s.

The "plus" for the "Caring" crew has been the opportunity for special effects and practice time that they feel will really improve the quality of the show.

Ms. Thomas emphasized that anyone 50 or older may join the two morning production sessions.

"The show is produced by seniors for seniors. We would like to invite people to visit us as guests on Thursday mornings from 9 a.m. to noon or join the Tuesday workshop from 9 to noon, and learn, along with actually producing a show," Ms. Bathurst said.

Regular members of the workshop include Hugh and Georgia Douglas, Fay Foy, Jacques Kiley, Bob Ryan, Ross Star, Hilton Kessler, Fred Allen Kay, Paul Blake, Barbara Day, Jerry Narcacci, Hugh Douglas, and Claire Allison.

"Caring" show playback times over Castro Valley channel 4B are Thursday, noon to 1 p.m., and 6 to 7 p.m., and on Tuesday, from 6 to 7 p.m.

"Caring" can also be seen in Hayward, San Leandro and San Lorenzo over channel 3 on Fridays, from 8:30 to 9:30 p.m.

Reading senior citizens see themselves on TV

By GREGORY JAYNES
©1978 N.Y. Times News Service

READING, Pa. — No one is out because it is so hot. Gauzy heat hangs at knee level on the streets. Children are in their homes watching cartoons — Magilla Gorilla, that sort of thing. Old people are in their homes, or in their nursing homes, watching other old people on their television screens.

In a taped program on Channel 3 in Reading, an old man is interviewing the meat manager of a Shoprite store. "This week," the meat manager says "we have chicken livers on sale for 79 cents a pound."

"Chicken livers," says the old man, "contain a lot of iron. That's very good for senior citizens."

Now the old man talks of fresh fruit and produce, and the camera takes a loving look at cabbages and kale. Next he will speak of bread, eggs and pastry.

All this is part of a small, noble experiment that began in January 1976, when New York University, with a \$1.2 million grant from the National Science Foundation, selected Reading as the site for two-way cable television for the elderly.

READING, WHICH SOME locals call "the St. Petersburg of the North," was selected because 16 percent of its 88,000 residents are over the age of 65. And until March 1977, four hours a day, five days a week, the old people here took to the air, interviewing the area's director of Social Security, the mayor, town councilmen, county commissioners, every bureaucrat who in some way touched their lives.

Then the money ran out and NYU pulled out, graciously leaving behind \$80,000 worth of equipment for the token fee of a dollar. The equipment was turned over to the elderly, who formed a board of directors and a non-profit corporation called Berks Community Television, and so the broadcasts go on.

Initially, money was so scarce the board met every two weeks to decide whether to continue broadcasting through another pay period. Now the board meets only once a month to consider that question.

the unusual project — Britons, Canadians, Danes, Germans, Japanese and Swedes have been here to look it over — continues a hand-to-mouth existence, fretting over monthly expenses of \$8,500. At present, BCTV has \$12,000 in the bank.

THE PAUCITY OF funds can be seen in the makeshift sets. There are three studios: one in a recreational place called Horizon Center, a second in Kennedy Towers, a high-rise for the elderly, and a third in the Hensler-Glenside housing project. Hospital screens, draped with green bedspreads, are used for flats.

Jerry Richter, the diminutive, energetic director of BCTV, said the green bedspreads are essential. "A lot of people who are on our system have gray hair," Richter said, "so you need a dark background."

Much of the 30 hours of weekly programming is as informal and chatty as a busybody aunt. A man is likely to call up, as one did not long ago, and sing: "Old Thompson had an old gray mule, he drove him around in the cart. He loved that mule and the mule loved him, with all his mulish heart!" The song ended in a crescendo of hee-haws.

Then there was the woman who told of a dog she had in the '30's. The dog became a nuisance because of its fondness for the moving pictures at the Astor Theater on Penn Street. It got so bad the theater operators were calling her to come down and haul off the dog.

A PENNSYLVANIA DUTCH blacksmith was on, displaying his craft, when a fellow of Dutch descent telephoned to convey his delight upon seeing a rat-tail hinge. The two men launched into rapture over the virtues of the rat-tail hinge, in their own language, leaving the audience baffled.

The tendency to wave at neighbors got out of hand, so much so BCTV had to institute a 10-minute segment each day called "Party Line." "We have Party Line," Richter said, "because so many people used to phone in and say, 'Is that Millie so-and-so I see there at Horizon? I used to go to high school with her, and I haven't seen her in 50 years.'"

"The problem was that if you had a state senator on who could only stay a half hour, well, you want to keep the content along that line."

Light fare, such as quiz shows and sing-alongs and reminiscences, is balanced with weightier programs, most often concerning social services. The Reading city government has found the system such a useful tool it has budgeted \$5,000 a year to help support it. This night, from 8 until 9:30 p.m., there is a program called Criminal Justice in Berks County. A judge, a district

The Dallas Morning News
Dallas, TX
July 14, 1978

attorney, a public defender and a prison warden are the guests. Home viewers call in to ask questions. When the viewers at the other centers call in, their faces are shown on a split screen alongside those of the panelists.

OUTSIDE, A THUNDERSTORM has broken the heat, but lightning occasionally blots the picture. In from the rain comes 77-year-old Eugene Shirk, the former mayor of Reading who is now the chairman of the board of BCTV. He is to kick off a fund-raising program by reading a statement saying a local bank has pledged a \$4,000 contribution. The statement, dictated by an officer of the bank, is handed to Shirk, who goes into the men's room to memorize it.

A moment later, Shirk emerges, complaining he cannot read the statement word for word because it is one sentence several hundred words long. Some last-minute editing, plus the promise the statement's author had already gone to bed, results in a polished ad lib.

The fund-raising program, with a 70-year-old former radio announcer named Blaine Diefenderfer as host, evokes a paltry \$55 in pledges. It is hoped a spaghetti dinner that is planned will bring in more money.

Broadcasting ends at 10 p.m., and Richter, who is in his 30s, walks out, satisfied a better day is coming. 2

TV Lets Homes Boo, Buy, Vote

By LES BROWN

Special to The New York Times

COLUMBUS, Ohio—There are two kinds of people in this city—those on the west side of the Olentangy River who can get the Qube, and those on the other side who cannot. As time goes on, this could make an increasing difference in how the two halves live.

Meanwhile, during the next year or two, the 105,000 households that have access to the Qube—a new form of cable television that permits the viewer to participate—will be determining, by their acceptance or rejection of it, whether it is the television of the future or merely a passing marvel like 3-D movies.

Qube is Warner Cable Corporation's trade name—said to be “just a catchy made-up name,” not an acronym—for a system that marries the computer to bidirectional cable, a type that carries signals from the television set as well as to it. Vital to the system is a piece of home equipment, a small console resembling a calculator, that is attached to the television set and enables the viewer to interact with a program by sending responses to the central computer. It also provides 30 channels of programming.

Buying Programs

With this device, the viewer can take part in opinion polls, participate in competitive quiz-show games, rate performances in amateur shows, express his views on an issue to the Mayor of Columbus and purchase books or other items.

But more important, from Warner's point of view, the console permits the viewer to buy programs on special premium channels—movies, concerts and operas, sporting events and college courses—for prices ranging from \$1 to \$3.50.

“This is not television. It is not even cable television as we know it,” remarked Gustave M. Hauser, chairman and chief operating officer of Warner Cable. “It is the next step, a supermarket of electronic services.”

Warner Cable, a subsidiary of Warner Communications, thus far has bet \$20 million and four years of research and development that the Columbus market test will succeed. Some of the company's officials believe the system has the potential of becoming a new major utility in this country, comparable in importance to the telephone.

Records Viewing

Every six seconds, the Qube computer sweeps the subscribing households. It is thus able to record what each home is watching at any moment and how each responds in an interaction activity.

The results of opinion polls are computed and flashed on the screen in less than a minute. Charity actions have involved spirited bidding and generally have gone smoothly. The commercials for Readmor bookstores take orders for a featured book over the two-way cable, although each order is checked by phone because children enjoy pushing the response buttons.

Attempts by retail stores to sell clothing on the Qube have not gone so well, however, because they required answers to too many questions: size, color and quantity.

Qube subscribers voted differently from the motion picture industry for the Academy Awards. “Star Wars” won as movie of the year in Columbus, and Woody Allen drew a blank in all the categories for which he was nominated. Still, his Oscar-winning film, “Annie Hall,” racked up a huge sale on Qube the night after the awards.

Other Applications

There is nothing new about the joining of computers and two-way cable television. Experiments have been conducted with the technology for at least two decades, and it has had limited application in medical, educational and governmental institutions.

An interactive two-way cable system financed by foundation grants, has been in operation for several years in Reston, Va., and last year the Japanese Government installed a system similar to Qube experimentally in Tama New Town, Japan.

What is different and new about Qube is that it is the first fully commercial use of the technology, one that is attempting to measure its value in the marketplace.

In four months of operation, Qube has enlisted 13,000 subscribers, a number that is still far short of what is needed for profitability. But interviews with several of the subscribers, and the instant program “ratings” provided by the Qube computer, indicate a high degree of enthusiasm in Columbus for what the system provides.

\$30 a Month

Mr. and Mrs. Jack Mumford spend an average of \$30 a month for Qube programs and say they are happy for the opportunity to do so. They recently spent \$3 to let their 5-year-old daughter, Debra, watch a Walt Disney festival featuring the new movie "Pete's Dragon," and when the child went to bed they purchased for themselves an R-rated movie on the adult channel for \$3.50.

What pleases Mrs. Mumford most about Qube is not its premium programs but the free programming on the community channels—concert performances, educational and foreign-made programs presented on a daylong children's channel and especially a seven-hour live potpourri of community interest features, "Columbus Alive," which prompts frequent use of the viewer response buttons.

One of the most popular daily offerings is an amateur talent show the Mumfords call their local "Gong Show." Serving as judges by depressing their response buttons, viewers collectively are able to dismiss a bad act in midperformance.

Family Is H'ooked'

Like the Mumfords, the family of Thomas Schneider had been tiring of conventional television and was cutting back its viewing time until Qube came along. And like the Mumfords, they are "hooked" now on "Columbus Alive" and the interactive uses of Qube.

Mrs. Schneider considers the basic monthly fee of \$10.95 money well spent, and she has no compunction about spending \$16 more a month for movies.

"We're able to spend time together as a family this way," she said. "With two teen-aged daughters we couldn't afford to go out to the theater as often."

On a single evening last week, the premium choices for Qube subscribers included the movies "Taxi Driver" and "Cousin, Cousine," each for \$1.50; the Bruce Lee film "Sign of the Dragon" for \$2; the 1953 film "From Here to Eternity" for \$1 and an R-rated soft-core pornographic film, "Body Shop," for \$3.50.

A Coincidence

Also available were a lesson in a speed-reading course for \$2 and a La Scala production of "Pagliacci" and "Cavalleria Rusticana" for \$2.50. By what Qube executives called "a one in a million coincidence," these Italian productions were presented at the same time as the live telecast of the same two operas on "Live From the Met" on the Public Broadcasting Service.

The "adult movie" channel is optional and can be blacked out by Qube in homes that do not desire it. It is blacked out in the Schneider household. In general, however, the erotic movies are selling well on the system.

Qube is not available to all residents of Columbus because the city has awarded cable franchises to three companies, each of which has been given a section of the city to serve. Except for a small residential area on the east side, Warner Cable's portion of the city is west of the river and includes the campus of Ohio State University.

Growth of Cable

Qube was created, according to Mr. Hauser, to spur the growth of cable television in the major cities, where it has been stagnant. This is because most urban communities have adequate television reception and enough local stations to bring in the three networks.

"This test," Mr. Hauser said, "should tell whether people in the cities will buy the cable if it offered a wide variety of desirable programs and services they can't otherwise get from television."

Warner Cable, one of the three or four largest cable companies in the country and the only one that is part of a huge and prosperous entertainment conglomerate, owns 138 cable systems in 30 states. The company aspires to expand to other cities—it is now applying for franchises in Pittsburgh and Fort Wayne, Ind.—and the Qube has become the key to its future growth.

'A Magic Number'

Qube's 13,000 subscribers represent less than 13 percent of the Columbus households that have access to it. For conventional cable systems a subscriber rate of 35 percent is generally the mark of success.

"Somewhere out there is a magic number for Qube that will tell us whether or not we really have a business," Mr. Hauser said. "We don't know yet how many subscribers that should be and probably won't know until the end of the year."

"We're still in the start-up phase," he continued, "and haven't as yet really begun to sell it. What we know so far—and it's reassuring—is that we haven't got a bomb."

Daily Journal
Los Angeles, CA
February 2, 1978

Here's Johnny (Ferraro)

Cable TV Reviews of Council Actions Eyed

By Mary Ann Milbourn-Smith

One of these days soon, when you turn on the television set and hear the familiar "Here's Johnny," it may not be the Johnny Carson Show you are watching.

Instead, it could be Los Angeles City Council Clerk Charles Port introducing Council President John Ferraro, who will then call the daily meeting to order.

That is the ultimate extension of a proposed pilot project to broadcast city government information on a Theta Cable Television channel.

A one-year experimental project for city broadcasting, estimated to cost \$11,000, was approved Tuesday by the council's Industry and Transportation Committee.

The initial programming will be broadcast on a remote color character generator similar to those that currently show the time and weather on cable stations.

It will include such information as council and committee agendas, city job openings, Planning Department projects and notices of public hearings.

Under the pilot program, the information will only be broadcast to the 20,000 homes currently serviced by Theta Cable Television.

However, consideration is also being given to placing television monitors in selected public buildings, such as libraries, so

people without Theta Cable service can see the programming.

Initial costs will include \$2,000 for equipment rental and installation, \$1,500 for three color TV monitors and \$7,500 for personnel.

The studio will be in the West Los Angeles Municipal Building because it provides the cheapest access to a cable hook-up.

Personnel from the city's Public Utilities and Transportation Department will operate the equipment and coordinate with various departments and Theta Cable in providing programming.

Graduate students from the University of Southern California Annenberg School of Communications have offered to do follow-up studies to determine public response to the programming.

While city department heads agreed to cooperate with the program, a city administrative officer report said many of them expressed skepticism about the general appeal of programming in such a static format.

They suggested more sophisticated presentations, such as videotaped, film or live programs.

However, Robert W. Russell, chief engineer and general manager of the Public Utilities and

Transportation Department, said it was first necessary to determine if there was any public interest in government programming.

"We don't know if there is viable interest by the public or not," said Russell. "So we are going to take it one step at a time."

He said the results from the surveys done by the USC students will provide specific information about the public response to the concept and ways the program might be improved.

"At this state, we don't know for sure where it is going," said Russell.

However, someday, he said, he could envision live broadcasts of public meetings and perhaps even an opportunity for public interaction, where people could call to respond to specific questions.

The pilot project must be approved by the council before it can be implemented.

No date has been set for when the city will go on the air. .1



TAKING TECHNOLOGY TO SCHOOL

In many schools around the country, electronic technology is as familiar as the traditional blackboard. Both students and teachers use television cameras in many phases of learning. Local cable channels let them share their efforts with other schools and the community.



The Arizona Daily Star
Tucson, Arizona
November 29, 1977

Nogales High readies new TV studio

By TOM BEAL
The Arizona Daily Star

2 NOGALES, Ariz. — Bruce Tucker and his media classes at Nogales High School have an ambitious goal.

After they move into their professionally designed studio next semester, their next task will be adding two new channels to the Nogales cable television system.

The channels — one in Spanish and one in English — both carrying student-produced programs, would transmit the cultural and educational offerings of the Nogales schools to home viewers. Tucker is not sure when that goal will be realized. The first step is to finish the studio — scheduled next month.

Construction delays — including the recent flood that pulled electricians off the job for emergency service elsewhere — have pushed the opening date to next semester.

The Clear Vision Cable Co. of Nogales has already promised to provide the two channels that will broadcast programs to 3,500 viewers in Nogales, Ariz., and a like number in Nogales, Son.

The school district has spent more than \$100,000 in remodeling a former chorus room into a studio and voted this month to buy \$23,000 worth of color television equipment to replace the black-and-white cameras now used by the media students.

For the three classes, Tucker is using a room in the old high school building where chairs and desks have been pushed against the walls to make room for stage, studio and audience.

"I imagine the people downstairs are

ready to shoot me," said Tucker, who has staged everything from game shows to bullfights in the room.

His class has also managed to silence the electric typewriters of the secretarial students 14 times by shorting out the wiring in the building. "They (the other teachers) are just waiting for me to get out of here," Tucker said.

But the chaos in Tucker's classroom disappears with the order to be "quiet on the set." The students settle instantly into their roles as actors, cameramen and technicians. The result is remarkably sophisticated for students who had never touched a television camera 10 weeks before.

"The kids know bad television," Tucker said. "I just have to show them how to make it good."

Principal Roger Romero shares Tucker's enthusiasm for the course and has no qualms about using television as an educational tool.

"It's the programs on television that are blamed (for educational problems) and not the television itself," he said.

Romero also feels the course is good vocational training.

"The field of television production has a thousand and one opportunities," Romero said.

The only negative comments were voiced to Tucker at a recent parents day event. Some parents told Tucker their television viewing was being interrupted when their children detected a minor flaw in the programming. "The kids kept telling them why things went wrong," Tucker said.

Free Press
Quakertown, PA
April 6, 1978

Teacher: The media center gives students a chance to learn in a different way

By Joe Litvin
Free Press Correspondent

A ninth grade student at Pennridge Senior High School realized his dreams of acting as an emcee and Pennridge cable television viewers got to watch.

Bart Reynolds not only got to emcee his first dance show, but he also wrote the script and was in charge of the entire production.

For a history project, 10th grader Roger Lear is producing a news program called "Yesterday's News Today". Lear wrote the news script, assigned a camera crew, serves as director and is in charge of audio controls for a historical look at Russia from 1917 until today.

Television production is only one part of the high school's media center, which transcend textbook education.

"The media center gives students a chance to learn in a different way, but we don't skirt any of the textbook skills," said Bill Warner, media coordinator.

"Students can do slide show productions, photography projects but learn in a self teach method."

Warner said that the projects involve reading and writing skills and require a master plan. Many of the projects are

tied into classroom projects.

"If a student has an ecology project for science class, he may do a slide presentation set to music, thinking it is the easy way out," Warner explained.

"But how many actual examples of ecology can they find before going to research the subject in books?"

Pennridge teachers take full advantage of letting their students learn through the media center. "One English teacher had his students do an aesthetic presentation on the different parts of Edgar Allan Poe's "The Pit and the Pendulum," Warner added.

Some of the projects from the media center are shown to the public via cable television hook-up.

"Our intention is to provide the students with the opportunity to do community related projects so they will learn about the community," Warner said.

jackets with patches with the News Scene logo.

"The students will gather the news in the community," Warner said.

"At 7 p.m. they will present a five minute news show on community events. The show is keyed into a new school course called "Family Living and Marriage '3 j" when the course is studying budgets, the news show will feature a program on setting up a checking account."

Students can come to the media center during study halls as long as they have specific projects.

"If you don't have a hobby, it helps you become interested in something," said Roger Lear.

"The students come in once for a specific project and get hooked and try out all of the resources," added Warner.

Lear, who has been coming to the media center regularly since last year, already made video tape productions and has learned to develop and print black and white photographs.

Bart Reynold's next production is a slide show presentation on weight training that will be used by the football coach to educate younger students on football weight training.

While learning communication skills students to make a career decision, Warner said that many do not choose communications as a result of their media center experience.

Allan Summerfield was one graduate who did choose communications.

"I was one of the first students to use the media center, in 1972," said the radio, television and film sophomore at Temple University in Philadelphia. Summerfield returns to the media center frequently.

"The media center was an invaluable experience to me in helping me decide my direction. It is the school's asset with the most teaching and learning potential because it offers something for everyone. It helps so many kids develop untapped potential."

Programs like Bart Reynold's disco program shown on cable television. Another cable project in the workings is a television news program called "News Scene." Set up through a mini grant from Bucks County Drugs and Alcohol unit, the program is an alternative prevention approach to drug abuse.

"The belief is if there is good, worthwhile activity, the students won't get involved in drugs or alcohol," Warner explained.

News Scene which goes on the air next week has 33 charter members who will soon be seen sporting

Wyoming State
Cheyenne, WY
February 23, 1978

School District Airs News on Cable Channel 12

Laramie County School District No. 1 has been programming educational news and topics of local interest on Channel 12 since January, with favorable response within the district and from cable subscribers.

The programs are scheduled from 8:15 to 11:30 a.m. and then repeated, although not in the same order, for afternoon viewing.

"We concentrate on district interest and needs when considering the program

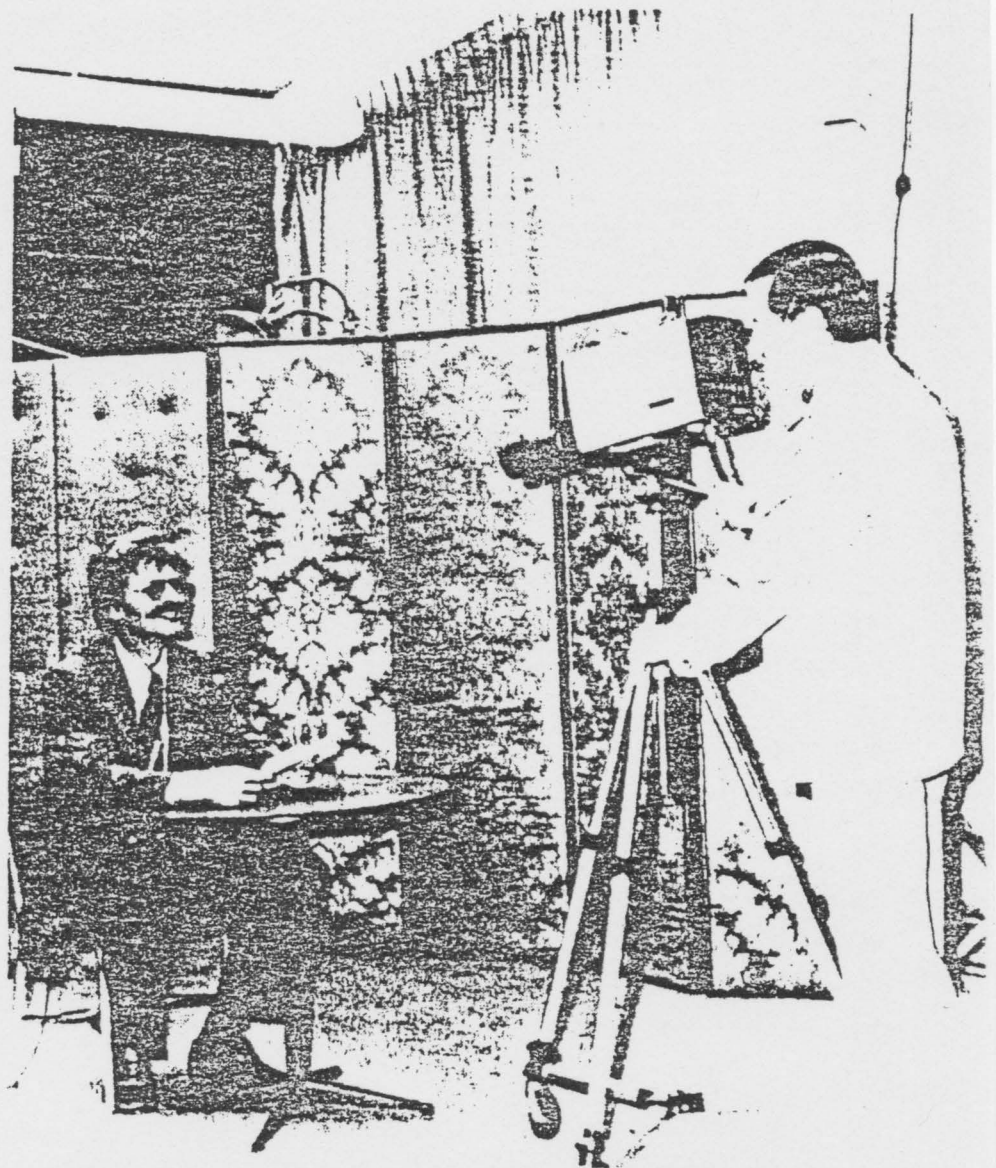
content as well as scheduling," said Bob Marshall, community relations coordinator. "We have had several viewers on the cable system comment favorably on the programs."

Marshall has a weekly 15-minute program at 8:15 and 11:30 a.m. each Monday devoted to events of interest to the faculty, staff and students. Material is gathered from the 31 schools in the district and reported on the program. Each week, a school is featured and the majority of the program is devoted to that school.

"Having only been on since January, we have only covered six schools so we have quite a lot of material to cover," Marshall said.

He said the weekly program and Superintendent of Schools Dr. Byron A. Barry's monthly program scheduled the same time on the fourth Friday of each month may be of interest to cable viewers who have Channel 12 available.

"Channel 12 won't be as exciting as the other channels, especially since we don't have a color camera, but it is exciting and an interesting challenge to build and develop for the district's use," Marshall said.



PROGRAMS broadcast by Laramie County School District No. 1 on Channel 12 include local topics or programs that originate from

the studio in the district's administration building. Shown during a recent rehearsal are Bob Marshall, left, community relations

coordinator, and Ben Cr audio-visual department coordinator. Marshall features one school per week under the format of the show.

(School district photo)

Record
Port Jefferson, NY
March 23, 1978

Students 'Eye' the Town

By BARBARA FITCH

Students from Earl Vandermeulen High School were on the scene at Tuesday evening's Brookhaven town board meeting, recording the event for cablevision airing. Their presence was but one example of how local students are using their skills to provide a public service to the community.

"We're offering them the glory of being on T.V.," said Tom Dargan, television coordinator for the Brookhaven Youth Bureau, of the town board.

Under the youth bureau's direction, local high school students have the opportunity to tape public events - town board meetings and athletic meets, for instance - with the promise that the shows will be aired on cablevision. Dargan provides any technical help the students need and arranges to process the tapes to meet broadcasting quality.

"The exciting thing is that high school students are proving they can produce broadcast quality programs," he said.

Port Jefferson students are not the first to tape the town board meetings. Others to do so have been teenagers from Shoreham-Wading River and Newfield high schools, and the "Eyewitness News" crew from Comsewogue.

The Brookhaven Youth Bureau has been organizing the project since last September, and regular programs filmed by Brookhaven youths have been on television since January.

"This is the ideal way to crack public access on television. High school students have the energy and the equipment, and they're very good," said Dargan, adding that different high schools have varying levels of equipment and skills "which makes it interesting."

Dargan runs the finished tapes through a processing center at the State University at Stony Brook or at the cablevision studio "to make it as convenient as possible for cablevision stations to provide this service."

"What you end up with is public television that costs nothing," he added.

Students in Port Jefferson's "AV TV Club" have taped other shows for airing within the school

system, but this was the first they had done for cablevision.

"I look forward to seeing it on cablevision - I hope it looks good," said senior Jeff Schmidt, the director.

"We just previewed part of it - the quality looked good. Now it'll be interesting to see what cablevision will do with the quality," said Richard Gebhardt, the club's technical director.

Schmidt, assistant director Lisa Drucker and Paul Quiggle, another club member, admitted that working "out in the field," away from a studio, "is always more difficult."

Tuesday had been a long day for club members, who shot scenes during the morning in Southampton for a movie they're making, then ran the three-hour taping in Patchogue in the evening. The students admitted they would not know whether to be proud of the job they had done until they view the show on television this week. The show is scheduled for 7:30 p.m. today on Brookhaven cablevision, and "before or after a sports event Sunday," they said.

Schmidt, who lives in Mount Sinai, will be able to watch the show at home. Those like Drucker and Quiggle, who live in Port Jefferson - where there is no cablevision service - are talking about viewing it with club members who live in Mount Sinai.

Impressed with the youths he has been working with, Dargan has found they are "naturals." "They grew up on television, so they have a good feel of what to film," said Dargan. "In suburban Brookhaven, where often there is no natural center in a community, cablevision can provide this sense of community. It'll be beneficial to have more community events broadcast on cablevision, and it's good to get kids on the right side - the active side - of the T.V. tube."

Brookhaven town councilwoman Karen Lutz, meanwhile, sees the airings of the town board meetings as having a positive community effect. "One of the good things is that we are getting positive feedback from people in the community, who are pleased this is offered on T.V. It's good for the kids, and I think it's also really good for us."

Fire department using video

The Beaumont Fire Department is going into the television business in an effort to provide more advanced training for firefighters.

The department has acquired the necessary equipment to broadcast training and educational programming to firemen at most of its stations.

The broadcasts will allow firemen to remain in their homes while receiving training. The programming will also enable the department to keep equipment inside during bad weather.

According to a spokesman for the department, engine company crews will be able to remain available for emergency responses in their assigned districts and continue to receive in-service training.

The broadcasts will initially be made on Liberty Cablevision's Channel 10 and later be moved to another channel. Liberty Cablevision provided the equipment, which includes a color camera, video tape unit with play-back units and studio lighting.

In addition to educational programming production, the department will tape lectures from guest speakers on fire fighting techniques, safety, first aid and other topics related to fire fighting.

Fire Chief Pete Shelton researched the project after receiving information about it at the International Fire Chiefs Conference. It is believed to be the only program in Texas that provides firemen with training through television programming.

Preparations for the first broadcast are in progress and the department should be on the air within a week.

Catholic Light
Scranton, PA
March 9, 1978

'Spectrum'

Marywoodians Present Newscast on Cable TV

Scranton—It's five minutes before air time and the newsroom staff is rushing about making last adjustments, positioning cameras, checking the mikes and reading the last bits of news pouring forth from the AP wires.

A set from the Walters/Reasoner newscast?

No... it's a group of Marywood College radio and tv students about to present another night of "Spectrum," the half hour live newscast entirely produced by Marywoodians over Verto Cable Channel 2 and Northeastern Channel 8, at 7:00 p.m., Monday through Thursday.

Though it is evident these tv people are students rather than pros, they are definitely not just going through the motions of putting together a live television program. This is the real thing, and instructor Dick Lipsky, though on the set most evenings, allows the students to "run the show," forcing them to learn all the ropes of live television broadcasting.

"Spectrum" became a reality at Marywood last Fall and so began the College's first adventure in regular live programming. Using a different news team each of the four nights of the week, comprising two anchor people, a producer, director, weather caster, feature reporters and two camera people, "Spectrum" gives the students an opportunity to try their hand at every aspect of live newscasting from writing the copy, allocating the time slots for news stories, using the portable camera equipment for "Marywood: Up Close" reporting, and presenting the weather and sports.

Judging from the success

of this live newscast, Instructor Lipsky is enthusiastic about the future of this program as well as the introduction of additional live programs on the campus. Currently under discussion are live call-in interview programs on local subjects, filming College productions (workshops, recitals, concerts and plays), and additional coverage of sports events.

Joining the Marywood faculty in the Fall of 1976, Mr. Lipsky brings to the College a wide background in communications. He holds a bachelor of Arts degree in Speech Communications from CCNY and a Master of Arts from Ohio State in Broadcast Journalism.

Radio and television majors at Marywood are part of the Communication Arts department, under the chairmanship of Dr. George F. Perry.

Marywoodians involved in the "Spectrum" news program include: producers, Rich Merrick, Cindy Di Biasi, Jewel White and Carol Gibbons; directors, Paula Deignan, David Doud, Peter Kovalski, and June Muska; anchors, Jean Chapman, Laura Neuscheler, Monica Siddons, Mary Ellen Keating, Peg Wald, Paula Deignan, Linda O'Donnell and Janet Caruso. Mary Orlando serves as assignment editor; and Roseann Clemente, Ray Vanderwall, Nancy Reddington and Jan Powers are weather casters.

It's refreshing to note that all of the anchor people on "Spectrum," to date, have been women. Barbara Walters... look out!

Northwestern
Oshkosh, WI
January 9, 1978

Cable TV offers series on pre-school training

Telecasts on the Early Childhood Outreach Program will begin Tuesday in Oshkosh, Neenah and Menasha and will run for seven weeks.

The programs are designed to help parents aid their children to become better prepared to start school.

Through the Outreach Program, materials are also developed for use by volunteer discussion leaders who work with parents of preschoolers.

The TV series will be shown over Oshkosh Warner Cable Channel 2 and Neenah-Menasha Warner Cable Channel 12 at 1, 2 and 3 p.m. Tuesday through Friday each week.

There will be one program each week for seven weeks, concluding the week of Feb. 21.

Pauline Werner, who teaches in the Title I program in the Oshkosh Area School District, is the hostess

for the series. Mrs. Werner has taught kindergarten and first grade, and is a certified school psychologist, guidance counselor and reading specialist.

The TV programs, telecast in color, are produced by the Television Center at Univers-

ity of Wisconsin-Oshkosh. Dr. Harris Liechti, associate professor of speech and director of television services, is producer of the series.

Each program is devoted to one subject. Community resource consultants, working in cooperation with Oshkosh elementary school principals, provide the content for each show.

The programs, which generally last 10 to 15 minutes each, are as follows:

✓This week: speech and language development, Toni Homann, Oshkosh public schools.

✓Week of Jan. 17: play, Patricia Galvin, Oshkosh public schools.

✓Week of Jan. 24: creativity, Dr. Leonore Dickmann, UW-O.

✓Week of Jan. 31: physical health, Dr. Quentin Case, Winnebago Mental Health Institute.

✓Week of Feb. 7: discipline, Dr. John Check, UW-O.

✓Week of Feb. 14: career awareness, Joseph Schrage, Oshkosh public schools.

✓Week of Feb. 21: readiness for school, Dr. Stephen Suhm, Oshkosh public schools.

Evening News
Bridgeton, NJ
March 27, 1978

High School Producing Television Programs

By MITCH MENDELSON

Tired of "Welcome Back, Kotter" and "The Waltons?"

Try tuning in on the third grade class play at Cherry Street School.

The Giants and the Eagles don't give you that same old thrill?

Perhaps a look at your own son when the Bulldogs play the Thunderbolts will raise the lump in your throat.

Soon you'll have the chance to tune in regularly on little Joey and cousin Mikey and sister Sue — instead of Telly and Donny and Farrah — when the Bridgeton High School television workshop goes public via cable television. And it all begins Tuesday at 4 p.m. with

an airing (or cabling, if you prefer) of the recent high school faculty-student basketball game, a varsity wrestling match and several plays performed by Bridgeton elementary schoolchildren.

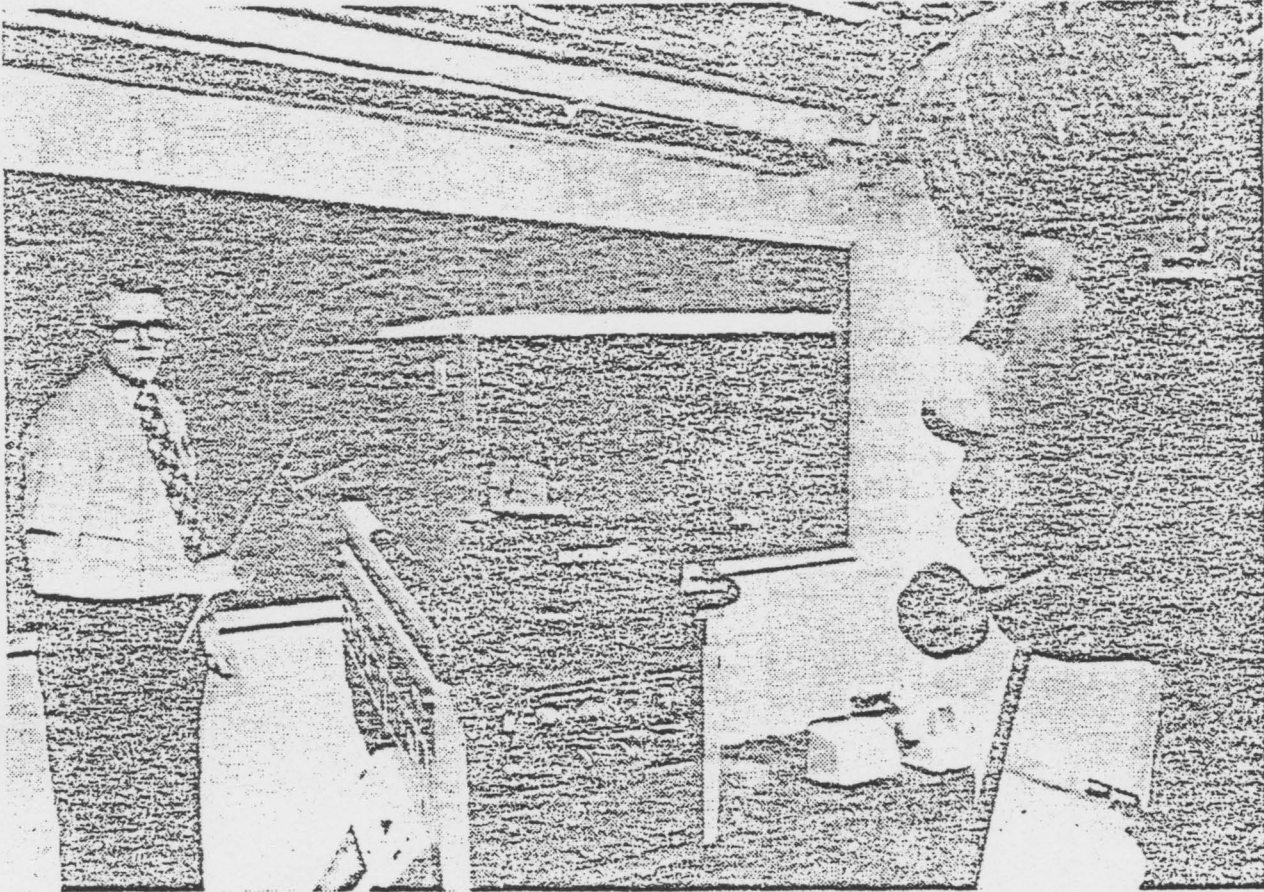
Armed with a state career education grant, district Audio-Visual Director Ronald Filler has arranged with Teleprompter Cable TV, operators of Channel 7, to run school programs on a regular basis. No definite schedule has been set, Filler says, "but if all goes well," things will start up Tuesday.

The high school television studio will produce all of the programs, Filler says, and they will be broadcast from a small "origination point" in the junior high school. From there, the signal, as it's called, goes to a Teleprompter station on Roadstown Road from which it is fed into the area cable system.

Filler, who is noticeably enthusiastic about the project, says it "could lead to a lot of things." He sees the public televising of school functions as a means of bringing the schools and the community closer together. And, of course, it is marvelously educational for the students who will be planning, taping and broadcasting their own programs.

The theory behind all of this seems to be: If you can't get the community involved in the schools because the people are too busy watching television, bring the schools to the tube. Filler says, "The objective is to give the community (the chance to see) some of the activities that are happening in the schools."

Newsday
Garden City, NY
April 4, 1978



Newsday Photo by John H. Cornell Jr.

Ted Goldstein, 17, operates the camera while teacher Donald Holquist explains a problem.

When TV and homework mix

Gary Assa, 12, of Plainview was having trouble with his math homework last night. So, as harried students have been doing for years, he decided to deal with it by turning on television.

But, this was not a cop-out. And it didn't even upset mother. Gary turned on the TV—or, more specifically, Cablevision—because he could get extra help through a tutorial program entitled, appropriately enough, "Extra Help."

Cablevision spokesmen said it was the first program of its kind in the metropolitan area. There have been programs featuring a teacher lecturing as students watch. But under this program, the students can ask questions and get answers from a teacher.

As the program was made available for the first time to Cablevision's 80,000 subscribers in Nassau, Suffolk and Westchester, and Bergen County in New Jersey, Gary and other students like him were able to call in to a teacher, hear their own voices on the program, and then watch as the teacher worked

out and explained the solution on a blackboard. Before the night was over, Cablevision spokesmen said, about 50 students had called in, with about a third of that number getting help on the air.

Donald Holquist, a Baldwin High School math teacher, helped Gary round off one-twelfth to the nearest thousand. And he helped Mary Mauro of Deer Park find the area of a circle.

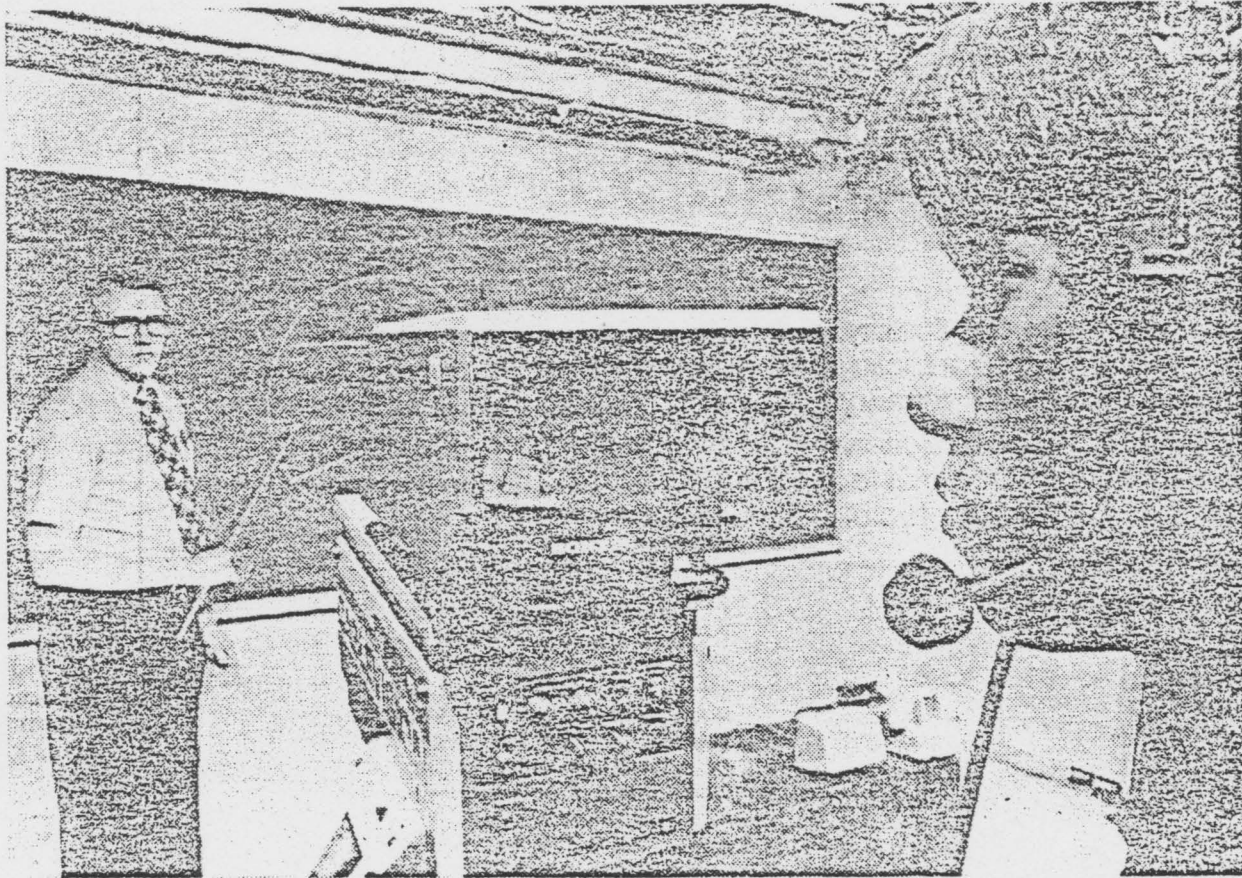
Cablevision subscribers who tune in Channel 10 tonight will see a similar half-hour "class" in general science, followed by a half-hour class in biology. The programs will run through June, and the format will be: Monday—junior high and general math; Tuesday—general science, biology; Wednesday—algebra and trigonometry; Thursday—chemistry and physics.

Will teachers feel their jobs were threatened by the innovation?

Holquist said, "The teachers I talk to don't mention it, though I have seen that question explored in writing."

—Irving Long

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—Irving Long

FCC Regulation

late 1940's	cable systems began operation
pre- 1962	no federal regulation of cable
1962-1965	<i>ad hoc</i> regulation by imposition of non-duplication requirements in microwave grants
1965-1966	First Report and Order: regulation of microwave served cable systems, requiring non-duplication protection.
1966-1968	Second Report and Order: regulation of all cable systems, requiring: <ul style="list-style-type: none">a. non-duplication protectionb. no new distant signals in major markets without hearing
1968	Interim regulations: freeze on cable development in major markets
1972	Cable Television Report and Order: regulation of all cable systems with intent of opening major markets and promoting cable growth: <ul style="list-style-type: none">a. up to 3 distant independents in major markets and 1 in minor markets.b. leapfrogging restrictions.c. simultaneous non-duplicationd. syndicated exclusivity in major markets
post 1972	Gradual deregulation allowing additional distant programming. <ul style="list-style-type: none">a. leapfrogging rules eliminatedb. specialty stations allowedc. network non-duplication modified
1977	Economic Inquiry instituted to evaluate cable regulation.

ISSUES IN BROADCAST/CABLE COMPETITION

Regulation of cable television by the FCC has been based on cable's supposed impact on over-the-air broadcasting. The FCC admits that previous regulation has been based on an "intuitive model" of cable's impact, which assumed, without evidence, that the increased viewing options available on cable would cause a decline in local station audience, a corresponding loss of revenue and an eventual decline in local station service, particularly local programming. The resulting policy has been to shelter broadcasting by denying consumers access in competitive service offerings instead of encouraging competition between broadcasting and cable.

I. ECONOMIC INQUIRY

In June, 1977, the FCC announced an inquiry into the economic relationship between cable and over-the-air television, noting that over the past 12 years regulation has been based on certain "assumptions" of unsubstantiated validity.

Comments in the Inquiry were filed by cable interests and broadcast interests on March 15, 1978, and reply comments were made May, 1978. The FCC now has the option of either dismissing the Inquiry entirely, or filing a rulemaking in response to the Inquiry's findings.

Summary of NCTA Comments in the Economic Inquiry

The primary Commission interest in this Inquiry was noted to be a determination of the impact of cable television on local broadcast station operation. The Commission admits that previous regulation has been based on an "intuitive model" of cable's impact, which assumed, without evidence, that the increased viewing options available on cable would cause a decline in local station audience, a corresponding loss of revenue and an eventual decline in local station service, particularly local programming.

The information submitted by the NCTA in these comments demonstrated that this "intuitive model" is a totally inaccurate representation of the relationship between cable and broadcasting.

The research submitted by NCTA provided a definitive, substantive statement on the relationship of cable television to broadcasting and the degree to which Federal intervention is legitimate.

NCTA submitted that:

1. Restriction of cable television development through regulation of signal carriage is completely unwarranted. All regulations governing the number and type of television signals carried on cable television systems should be eliminated.
2. There is no evidence that restriction on cable television is necessary to protect the broadcast or programming sectors of the public interest. Research undertaken by NCTA completely refutes the Commission's "intuitive model", showing that:
 - a. Audience loss due to cable is minimal, averaging less than 8%.
 - b. UHF stations, particularly independents, benefit through the increased audience levels resulting from cable.
 - c. The assumption of a direct one-to-one relationship between audience and revenue is completely invalid.
 - d. Local broadcast programming is the least vulnerable to any assumed impact from cable since it delivers higher revenue per viewer and per minute compared to other programs.
 - e. Cable competition will, contrary to the assumptions of the static "intuitive model", have a positive impact on broadcasting by forcing them to make a greater effort to serve the public.
3. Cable development, particularly in the major (Top 100) television markets, has been seriously inhibited by the Commission's regulatory program. Cable system development in the major television markets* during the years 1972-1977 accounts for

*It should be noted that the 100 major television markets account for 86% of all television households.

only 12% of total industry growth during the period.

4. Relaxation or elimination of restriction of signal importation would provide an environment conducive to cable development, both in new markets and through expansion in existing markets. This would result in a diversity of choice in new markets and would enhance the public interest. New major market cable systems must achieve a 50% subscriber penetration rate in order to ensure financial viability. Mature systems in major markets have achieved only an average penetration rate of slightly over 30% carrying the full quota of distant signals authorized under current FCC regulations.

In view of these findings, NCTA submits that elimination of all regulations serving to specify the number and type of signals (or programs) carried by cable television systems is warranted. Regulation must be based on hard economic evidence that absent such restriction, the public would be harmed. No such evidence exists and, as a result, current regulation of cable television harms broader public interest considerations by unnecessarily restricting freedom of choice.

II. SIGNAL CARRIAGE LIMITATIONS

BACKGROUND:

The importation of distant television signals by a cable operator is viewed as a threat to the market control enjoyed by the conventional broadcaster. While other justifications are often cited, FCC regulations limit the number of signals a cable system can carry so as to limit the cable system's competition with the broadcaster.

The Commission's rules limiting the number of distant signals a cable operator may import have erected regulatory barriers protecting the broadcast television industry and distorting the degree of market concentration to the detriment of competition, the public, and the newly developing cable industry. The FCC, when considering regulation, has continually required the cable industry to prove that a change in regulation benefiting the industry will not impact at some future time on broadcast television stations "competing" in the same market. Not only have these rules generally not been implemented in the public interest, the Federal Communications Commission has promulgated limitations on distant signals without actually determining that there would be a loss of service to the public or that

this loss is critical to an adequate level of service. Such rules have protected the established broadcaster in the larger and more profitable television markets where there seems to be less need for such protection.

Cable: From Complementary to Conflicting Interests

Community antenna service began in the late 1940's and was accepted enthusiastically by the broadcast industry as a complementary service which improved television reception. In the 1950's, however, cable television systems began to "import" distant broadcast signals via microwave relay systems. The importation of these competing, and thus "threatening", distant signals provided the impetus for cable regulation.

After several FCC orders (including, among other things, a freeze on the importation of signals into major markets) and ensuing court challenges, the present set of signal carriage rules was adopted in 1972. The main elements of the rules are to (a) limit the number of distant signals that a cable system may carry (depending on the size of the market and the number of local signals available), and (b) provide extensive non-duplication protection to the syndicated (non-network) programming of local stations (discussed in subsequent section of this material).

1972 Signal Carriage Limitations

Clearly, the key provision of the 1972 rules applicable to this discussion is the limitation on the number of distant signals that a cable system may carry. These rules divide television markets into three categories: 1-50, 51-100, and 101 on.

In the top-50 markets, cable systems are limited to importing signals up to a complement that, including local signals, will provide three networks and three independents.

In markets 51-100, cable systems are allowed to import signals up to a complement of three networks and two independents.

In the small markets, cable systems are limited to a three network and one independent complement.

Justification of Signal Carriage Limitations

Signal carriage limitations are nearly always justified in terms of "protecting" the struggling new UHF stations. After careful examination, however, the staff of the House Communications Subcommittee in 1976 found that independent TV stations are not currently

being hurt by cable television and that, in fact, cable should help non-network UHF stations through the seventies. A recent \$220,000 study conducted by the prestigious Rand Corporation for the FCC found that cable will have "only a slight negative impact" on the growth of UHF stations.

Stripping away the hiding-behind-UHF's apron-strings arguments, the House Subcommittee Staff Report concluded, "The guiding logic of the FCC's distant signals rules is economic protectionism."

The House Subcommittee Staff Report further observed:

Cable proposed to bring distant independent signals to communities with full network services. This threatened the large profits of the television broadcasters in these markets, since it would undermine the artificial scarcity upon which those profits are based, and the broadcasters reacted with all-out opposition to this new form of cable.

* * * * *

That opposition could not be expressed in terms of a clear and present danger to the extremely profitable UHF broadcaster in these large markets. Rather, it stressed . . . that cable would endanger the struggling new UHF independent stations.

Recent Developments

In November, 1978, the FCC announced a major change in its distant signal waiver policy. Until then, if a cable system wanted a waiver to carry more distant signals than the rules allowed, it had to prove two things:

1. That the additional signal(s) would not harm local broadcasters (the burden was entirely on the cable operator), and
2. That the situation was unique.

The new procedure does two things. First, it eliminates the requirement that "uniqueness" be shown. Second, once the cable operator presents a good case that there will be no impact on local broadcasting, the burden shifts to the broadcaster to prove the need for protection.

This decision is a move in the right direction; however, it will only affect individual waiver requests.

III. PROGRAM EXCLUSIVITY

BACKGROUND:

The same conclusion which was drawn to explain the distant signal limitations can be drawn to explain the exclusivity rules. To wit: The guiding logic behind the rules is economic protectionism.

The purpose of the exclusivity rules is to enable conventional broadcasters to avoid competition from a television system which operates via a cable in lieu of over-the-air.

While the 1972 FCC rules limit the importation of distant signals, they also diminish the value and marketability of the few distant signals allowed.

Once again, competition is being thwarted by regulation in order to perpetuate a broadcast monopoly and with no factual basis to support the alleged harm to the local station.

1972 Exclusivity Rules

In the top 50 markets, a cable system may not import any syndicated (non-network) programming for one year from the date it is first sold anywhere in the country. In addition, the cable system may not import any syndicated program which is under contract to a local television station for the life of that contract.

In markets 51-100, cable system importation of syndicated programming is subject to contractual provisions between syndicators and local stations:

- * Off-network series receive one year's protection from first showing.
- * First-run series receive two years.
- * First-run non-series and feature films receive two years from first availability.
- * Other programs receive one day protection after first non-network broadcast in the market for one year from date of purchase, whichever comes first.

In the small systems (101 and up) there are no exclusivity requirements.

Network Non-Duplication Rules

First established in 1965, the network non-duplication rules require cable systems to black out all network programs on an imported station whenever these programs are broadcast simultaneously on a local station.

New Studies

A recent study done by the national audience firm, A. C. Nielsen, confirms NCTA findings of minimal cable impact on local broadcast audiences.

The A. C. Nielsen study, designed to measure the audiences received by Madison Square Garden sporting events, yielded extensive data on cable impact on local broadcast stations. Joseph Ostrow, Senior Vice President and Director of Communications for Young & Rubicam, commented: "On the basis of the information we now have available, we believe it is time to stop shackling cable with broadcast protectionism. We have discovered that cable not only does not hurt broadcasters but frequently helps them."



National Cable Television Association

NEWS

March 16, 1978

FOR IMMEDIATE RELEASE
Contact: Lucille Larkin

NEW MARKET DATA SHOWS FCC CABLE RULES GROUNDLESS;
CONSUMERS SUFFER FROM BROADCAST OVERPROTECTION

Consumers are denied the benefits of cable television for no purpose since federal regulations restricting cable are not essential to protect local broadcast service, the National Cable Television Association concluded in comments submitted to the Federal Communications Commission.

The comments were transmitted to the FCC in conjunction with its current inquiry into the economic relationship between television broadcasting and cable television.

Cable systems offer the ability to expand consumer viewing choices by importing distant television signals by microwave or satellite. Since 1966, however, the FCC has limited diversity in cable programming by restricting the number of distant signals a cable system may import and by requiring that much of the programming on those signals be blacked out.

FCC cable regulations have been based on the assumption that cable television poses a competitive threat to continuing service by local broadcast stations, and have been designed to protect broadcasters.

The NCTA comments show, however, that local broadcast stations



lose an average of less than eight percent of their audience to cable television. This is the conclusion of a nationwide study of the 109 markets with over 33 percent cable penetration. The comments also noted that there is no evidence that loss of audience produces an equal loss of station revenue.

"Restriction of cable television development by limiting the signals cable may carry does nothing more than curb consumer's viewing choices," NCTA President Robert L. Schmidt said in releasing the comments. "The stated purpose of the FCC cable regulations has been to protect continuing service by local broadcasters, but our research shows that cable poses no threat to broadcasters' ability to serve the public. Cable competition may in fact result in improved broadcast services."

The NCTA comments reach two principal conclusions:

+ Restriction of cable television development by limiting the signals carried is completely unwarranted, curtails consumer viewing choices, and should be eliminated.

+ No evidence exists that restriction on cable television is necessary to protect the broadcast or programming sectors, or the public interest.

UNNECESSARY RESTRICTION OF CABLE SERVICE TO CONSUMERS

The FCC's economic inquiry was launched last year by then-Chairman Richard Wiley, who said in announcing the proceeding that FCC cable regulations were based on "intuition" rather than "empirical evidence." The regulations are based on a hypothetical model of what would happen if cable were allowed to compete freely.

The model assumes, without evidence, that the increased viewing options available on cable would cause a decline in local station viewing audiences, a corresponding loss in revenue and eventually a decline in local station service, particularly in local programming.

Research included in the comments, based on an analysis of cable's impact on nationwide markets and an in-home diary survey commissioned by NCTA in five television markets representative of a variety of broadcast/cable environments, shows that:

1. Local broadcast stations lose little of their audience when cable is introduced because overall television usage increases. (Some UHF stations, often thought to be those most vulnerable to cable, actually registered an audience increase averaging 5.5 percent.)

2. A decline in viewing audience does not result in a direct and equal loss in local station revenues because revenues are influenced by other major factors, particularly market size, availability of advertising time and advertising demand.

3. Local broadcast programming is the least vulnerable to adverse cable impact because of its local popularity, and because it delivers higher revenue per minute per viewer than other programming. Local programs make up only 13 percent of a local station's program day, but they contribute 27 percent of station revenue.

"The FCC makes another key assumption in regulating cable," Schmidt pointed out today. "Somehow they believe that local broadcasters won't respond to competition -- that they will just sit back and take it instead of improving their programming and services to keep or expand their audience. That's simply ludicrous. There is a public good in healthy competition which should spur broadcasters to improve their service."

STUNTING CABLE GROWTH

The NCTA comments show that FCC signal carriage regulations play a key role in inhibiting cable's ability to serve consumers.

FCC regulations prescribe that systems located in the top 50 television markets are allowed a maximum of three distant signals from stations independent

of network affiliation. Systems in the second 50 markets are allowed only two distant independent TV signals, and in other markets cable systems are allowed to carry only one distant independent signal -- including the one which may already exist in their market. In some cases, therefore, cable systems cannot import any signals.

A number of studies have shown that imported signals have a strong growth effect on cable subscriptions. NCTA's research shows that the FCC regulations have limited cable systems in the 100 major markets to only a 12 percent share of total industry subscription growth in the years between 1972 and 1977.

In addition, regulatory restrictions on programming make construction of new cable systems in many cities unthinkable. Estimates show that a new urban cable system must reach a 50 percent penetration of the viewing market to be profitable. Without the option to fashion diverse programming services, 50 percent penetration is difficult, if not impossible.

"Needless regulation simply limits viewing choices for consumers who already have cable, as well as for consumers who don't have the cable option in their cities," Schmidt said. "They are unnecessary to protect broadcasters.

"Regulations which do nothing more than limit consumer choices certainly don't promote the public interest by anyone's definition," he said.



National Cable Television Association

NEWS

NR/72/78
May 15, 1978

FOR IMMEDIATE RELEASE
Contact: Lucille Larkin
Phil Clapp
(202) 457-6760

NCTA DISPUTES INDIVIDUAL BROADCASTERS' CLAIMS
OF CABLE IMPACT IN ECONOMIC INQUIRY REPLY

In a market-by-market analysis submitted today to the Federal Communications Commission, the National Cable Television Association disputed claims by individual local broadcasters that cable systems operating in their markets imperil their ability to serve the public.

The NCTA study was submitted in response to filings in the first round of the FCC's ongoing "Inquiry into the Economic Relationship Between Broadcasting and Cable Television." NCTA addressed arguments made by a representative sample of local broadcasters, one national network -- ABC -- and two of the three broadcasting trade associations which filed in the FCC proceeding.

The Association deferred its reply to comments by the National Association of Broadcasters, announcing that it has commissioned the consulting firm of Ernst and Ernst to review the NAB filing.

The Ernst and Ernst analysis will be submitted to the Commission in mid-June, NCTA said.

-more-



In its own study filed today, NCTA pointed out that the local broadcast and ABC filings attempted to show large audience losses to cable in heavily penetrated markets, but failed to show that even those losses jeopardize local broadcast service.

"After allegedly 'proving' substantial audience loss," NCTA said, "broadcasters argue that there is a directly corresponding revenue loss and cutback in service, without providing any evidence to support the claim."

NCTA analyzed data submitted by a representative sample including six local broadcasters operating in various regions of the country. Despite claims of massive audience loss to cable systems, NCTA found, for example, that three local stations in the Greensboro/Highpoint/Winston-Salem, N.C., market increased their revenues 67.5% between 1971 and 1975, according to FCC financial data, in spite of cable service in the area.

In addition, NCTA found, many of the stations which claimed audience losses due to cable in reality suffer heavy competition from major market signals received off-air in their areas.

"All difficulties in these markets, whatever their cause, are blamed on cable," NCTA said.

Other stations which filed, NCTA pointed out, are in "small markets underserved by traditional broadcasting and therefore heavily penetrated by cable systems offering a broad range of

major market, grandfathered signals." These are potentially worst-cast situations where cable penetration has probably peaked, and yet none of these markets has suffered a loss of local broadcasting service.

The only network to file, ABC, argued that cable penetration in seven markets is responsible for losses of entire counties to more distant television markets, jeopardizing local service.

"Off-air, non-cable viewing of distant signals is quite heavy in most of the markets (ABC) studied," NCTA pointed out. "The fact that viewers, whether they be cable or non-cable, choose distant signals over local signals simply indicated that these signals are more popular," and that audience diversion would be substantial whether or not cable were present.

"Most of the broadcast parties filing presented no further data outside of that regarding audience fractionalization," NCTA said. "They seemed to rely quite heavily on the Commission's own 'intuitive model,' asserting that audience loss caused a directly equal loss in revenue and a cutback in service. No financial data was presented to support that assertion."

"There is no evidence that the public 'is being harmed or is likely to be harmed' due to cable," NCTA concluded. "All regulations which restrict cable television's ability to serve the public should therefore be eliminated."

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National Cable Television Association

NEWS

NR/1/79
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FOR IMMEDIATE RELEASE
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ECONOMIC INQUIRY RECORD SHOWS NO CABLE THREAT
TO LOCAL BROADCAST SERVICE, NCTA PRESIDENT SAYS;
CABLE ASSOCIATION FILES EVALUATION OF NEW BROADCAST STUDY

The record compiled over the past year in the Federal Communications Commission's cable/broadcast economic inquiry "holds no evidence that expanded cable television services to consumers threaten the health or survival of local broadcasting," National Cable Television Association President Robert L. Schmidt said today in announcing the Association's further reply comments in the FCC proceeding.

Schmidt characterized the latest evidence submitted to the Commission, a study of the relationship between a station's audience size and its potential advertising revenues prepared for the National Association of Broadcasters (NAB), and others as "a valuable piece of research so narrowly focused that it ignores the Commission's key questions about the cable/broadcast relationship."

"The study prepared by Charles River Associates is a professional and thorough piece of research," Schmidt said, "but it comes to only one narrow conclusion: that there is a relationship

-more-



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between the size of a broadcast station's audience and its gross advertising revenues.

"The study says nothing about the bottom line in the Economic Inquiry -- cable's impact on a local station's ability to continue to serve the public," he said.

The Commission initiated its "Inquiry into the Economic Relationship Between Broadcasting and Cable Television" in mid-1977, to test the basic assumptions on which it has based fifteen years of restrictive federal cable TV regulations. The Commission's "intuitive model" of cable TV's impact on local broadcasting supposes that increased cable viewing options -- particularly distant-city television signals -- would "fractionalize" local station audiences, cutting station advertising revenues severely, threatening the station's ability to continue providing local broadcast service.

"Broadcast filings earlier this year focused exclusively on audience fractionalization, but presented no substantive proof that new cable television services had 'siphoned' a significant amount of any broadcast station's audience," Schmidt said. NCTA research found that at worst in heavily penetrated markets, VHF stations might experience small audience losses but UHF stations would benefit from cable carriage."

Schmidt pointed out that a recent A.C. Nielsen study prepared for the advertising firm of Young and Rubicam yielded similar conclusions.

"On the basis of the information we now have available, we believe it is time to stop shackling cable with broadcast protectionism," Young and Rubicam Senior Vice President Joseph Ostrow commented on the report. "We have discovered that cable not only does not hurt broadcasters, but frequently helps them."

"There has been no evidence of sizable impact on station audiences, which makes the Charles River findings of even less significance," Schmidt pointed out.

In addition, he said, the study's authors specifically limited the application of their own study, repeatedly emphasizing its narrow focus. For example:

"FCC Question: How is local news programming affected by distant signal competition. . .

CRA Response: We have nothing to say about this. It is a question not directly related to the audience-revenue relationship."

"Broadcasters have submitted no evidence that cable competition presents any threat to their ability to continue service," Schmidt said. "Even the CRA study does not touch on the questions of station profitability, the relationship between profitability and programming, and a station's potential reaction to cable competition," Schmidt said.

"There is still no reason to believe that free competition between broadcasting and cable television will result in anything but a greater variety of services to consumers," Schmidt said.

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NEW FACTS ON OLD CABLE ISSUES

BURDEN OF PROOF — THE ARTEC DECISION

Under FCC regulation, whenever a cable system wanted to import a distant television signal beyond the limited number of signals permitted under the FCC rules, it had to apply for a special waiver. The cable operator had to provide documentation that carriage of this distant signal would not adversely impact the local broadcaster. This requirement put the cable system in the impossible position of having to prove a negative.

ARTEC is the Arlington, Virginia cable system that began building and operating in Arlington County last year. In order to be able to carry signals from Baltimore, which were available off air in some parts of its service area but which ARTEC was prohibited from carrying under FCC rules, ARTEC applied for the special waiver asserting that carriage of these signals would not harm local Washington broadcasters.

The FCC not only granted the waiver, but also, for the first time, reversed the burden of proof and required that henceforth, the broadcaster would have the burden of proving how he would be harmed by the new cable services.

This switching of the burden of proof from the cable operator to the broadcaster is a great step toward regulating cable in terms of its impact on the public, rather than its impact on the private interests of broadcasters.

IMPACT ON LOCAL BROADCASTING

Ever since cable operators began offering programming off the air, broadcasters have complained that unless the cable industry is restricted in terms of what it can offer, the local broadcaster would be so financially impacted by audience loss that local broadcast services would be curtailed or even suspended. This so-called "intuitive model" has been the basis for FCC regulation for the last 15 years.

The inquiry into the economic relationship between broadcasters and cable operators now underway at the FCC is intended to settle this argument once and for all — based on economic analysis instead of supposition.

A recent, unrelated, study by A.C. Nielsen for the advertising firm of Young & Rubicam quantified the impact of cable service on broadcasters. The study found that cable does not have a negative impact on broadcast television.

The Nielsen study, conducted in San Diego, Tulsa, Des Moines, and Hartford, Connecticut, concluded that importation of signals by a cable television operator

does not cut into a local station's actual audience. In fact, what the study proves is that more people watch television when cable is offered, and that the local broadcaster maintains the same rating with cable as he would have had without it.

The cable industry expects that the results of the Economic Inquiry, to be presented by the FCC in the near future, will draw the same conclusion, thereby establishing a concrete basis for equitable cable regulatory policies.

SUPERSTATIONS

The "Superstation" term was born when independent television station WTCG (Channel 17) out of Atlanta began sending its programming, via satellite, to cable systems across the country. It is expected that four more independent stations will begin satellite programming in 1979.

Program producers charge that they will be hurt by the market penetration of these Superstations. They claim that local broadcasters won't pay top dollar for their programs if the same programs are available in the market via the Superstation.

The financial facts of WTCG present a different picture. In 1974, before WTCG went on the satellite, the rights to a particular United Artists film cost the station \$800. In 1976, after Channel 17 went on the satellite, United Artists renegotiated the rights to that film for \$1,000. Now in 1978, with 476 systems being served by WTCG on a full-time basis, the price for that same film is \$5,000. Across the board, WTCG now pays an average of 50% more for product than it would if it were not on the satellite.

Thus the marketplace is functioning to offset any aberrations which the cable-satellite distribution may have caused. The increased Superstation copyright payments will offset the potential lost income to the producers.

COMPETITION EQUALS BETTER SERVICE

An example of how the consumer is the beneficiary in the competitive situation between cable and local broadcasting is what happened in the last year in Chattanooga, Tennessee.

Chattanooga has all three network-affiliated stations, plus one independent station. Not one of these stations operated on a 24-hour basis.

CABLE TV NO LONGER
SMALL BUSINESS?

Two years ago, a cable television system was built in Chattanooga. Last spring, the system built a receive-only earth station, and via satellite, provided Chattanooga cable subscribers with Channel 17 out of Atlanta. Channel 17 operates 24 hours a day.

After Channel 17 came into the market, via cable, one of the three network stations started to provide 24-hour programming on Fridays and Saturdays.

Again, the end result is that in the competitive drive to provide more and diversified services, the consumer reaps the benefits.

Today there are approximately 14 million homes being served by cable television, or about 20% of the television households in the United States.

In the last ten years, the number of cable systems across the country has doubled — from 2,000 to 4,000. However, 70% of all cable systems serve 3,500 subscribers or less.

The FCC estimates 1977 cable television revenues at \$1.2 billion, an increase of 34% from 1976. And 1978 figures may be as high as \$1.45 billion. These revenues represent hundreds of cable television companies across the country.

Cable television is growing, finally, and offering new technologies and new services. However, to keep the industry's size in true perspective, one need only compare it to the size of one of cable's foremost competitors — the telephone company.

Profits received by AT&T in one quarter alone average over \$1 billion. But even more glaring, revenues received in 1977 on the Yellow Pages alone were larger than the combined revenues of all cable systems — \$1.3 billion!

Everything is relative. Cable is growing and cable is becoming profitable. These revenues, however, pale in comparison to even a subsidiary activity of the telephone company.

THE FACTS ABOUT SUPERSTATIONS

What are Superstations?

In 1977, satellite transmission of WTCG (Channel 17, Atlanta) to cable television systems began. While initial carriage was generally limited to cable systems in the Southeast, over the following years cable systems from coast to coast began offering WTCG to their subscribers. Now over five million cable subscribers view WTCG via satellite.

While WTCG promotes cable carriage, it has no actual control over who picks up the satellite delivered signal. Under FCC regulations, the satellite transmission is performed by a nonaffiliated party who serves as a broker to cable systems. The broker collects a fee from the systems for delivering the signal (to cover the cost of satellite time, etc.). Nothing is paid to WTCG nor does the cable subscriber pay extra for receiving WTCG.

Impact on Program Suppliers - The Marketplace is Working

As the carriage of WTCG has become more widespread, and other independent stations move to satellite transmission, program suppliers have become increasingly concerned about the impact of such "superstations" on the programming industry and on their most important customers, individual broadcast stations.

The major program suppliers, represented by the Motion Picture Association of America, argue that the availability of syndicated programs delivered by WTCG makes it impossible to justify high prices based on exclusive rights to the program. This argument may well have some merit; the rates charged local broadcasters for programs which are also widely available in the market through WTCG will probably have to be decreased. However, the rates charged WTCG and other so-called superstations have and will continue to increase to account for the increased audience receiving the programs.

Hopefully, WTCG will be able to cover these increased program costs through increases in advertising rates, once again to cover increased audiences. As yet, WTCG has not been successful in attracting significantly increased advertising dollars or new national advertisers. Its financial success as a "superstation" is by no means certain, as detailed in the attached article from Variety magazine.

The Reaction of Program Suppliers - Deny Product and/or Raise Prices

The most prevalent reaction to Channel 17's "superstation" status is the refusal by major program suppliers to sell new product to WTCG or to renegotiate expired contracts.

The following major producers of syndicated programming have notified WTCG that they will no longer provide programming because of WTCG's widespread national carriage as a superstation: MGM, Warners, MCA, and United. Columbia and Paramount have refused to provide specific programs and appear to be considering a total embargo.

Those program suppliers which have continued to deal with WTCG have reacted by raising the prices, both for new program sales and contract renegotiation.

The higher program costs faced by WTCG can be seen in a comparison of program prices for two popular series, Happy Days and All in the Family. Happy Days went into syndication in early 1977, prior to the real emergence of WTCG as a so-called "superstation". All in the Family was syndicated in 1978 as WTCG carriage was becoming widespread.

In other markets, contracts for All in the Family were 20 to 25 percent lower than that paid for Happy Days the previous year. However, when WTCG negotiated for All in the Family, the price reached was 40 percent higher than that paid for Happy Days, a complete reversal of the relative price trend in other markets. The \$16,000 WTCG paid for All in the Family is more than that paid in the larger markets of Houston, Miami, St. Louis, and Minneapolis.

WTCG is also experiencing price increases in series and movie program contracts, which are usually negotiated for a 5-7 year period. In 1976 WTCG purchased a film package of 47 films for \$70,000, \$1,500 per film. In 1979 a package of similar films was purchased; this time the contract provided 20 films for \$130,000, or \$6,500 per film, an increase of over 300 percent.

Likewise, prices paid for two popular series, The Flintstones and I Love Lucy, have also increased dramatically. In September 1972 WTCG purchased The Flintstones under a six year contract for a price of \$50 per run. In 1978 the price-per-run was increased to \$266 and the contract limited to 31 months. In 1974 I Love Lucy was purchased for \$34 per run; in 1979 the price had increased to \$330 per run.

WTCG's Impact on Broadcast Stations

Program suppliers and broadcasters have often argued that the development of "superstations" such as WTCG will severely impact broadcast stations by diverting significant levels of local audience. They further argue this local station audience loss to superstations will severely limit the stations ability to attract advertisers, revenues will fall and program purchases will be cut drastically. The scenario ends with program suppliers and broadcasters in ruin due to cable television.

The FCC is currently conducting an extensive Inquiry into the economic relationship between broadcasting and cable television in an effort to assess the validity of these claims of severe cable impact on the broadcast and program industry.

The comments filed in the Inquiry have addressed this question of cable impact. The cable industry has demonstrated, with extensive supporting data, that audience loss due to cable was minimal and that there was no evidence that such audience loss would cause a cutback in television service. FCC research in the Inquiry, including the report, The Impact of Cable Television on Audience Shares, supported cable industry findings. Additional FCC research is nearing completion, with initial indications that it confirms previous findings of minimal impact.

New research continues to support the argument that cable's impact on local broadcast audiences is quite small, as seen in the recent study done by A. C. Nielsen for the Young & Rubicam advertising agency.

The A. C. Nielsen study, designed to measure the audiences received by Madison Square Garden sporting events, yielded extensive data on cable impact on local broadcast stations. Joseph Ostrow, Senior Vice President and Director of Communications for Young & Rubicam, commented: "On the basis of the information we now have available, we believe it is time to stop shackling cable with broadcast protectionism. We have discovered that cable not only does not hurt broadcasters but frequently helps them."¹

The cable industry agrees with FCC Chairman Ferris' opinion that "cable today is principally a medium that fosters increased competition between and among broadcasters. It does this, for example, by bringing UHF stations into technical parity with VHF stations or by importing distant signals to compete with local ones."² Revenue loss, if any, experienced by broadcasters as a result of cable audience fractionalization will not impact the station's ability to serve the public. Revenue losses, when they occur, will not be of a magnitude to threaten either station profitability or livelihood, particularly given NAB's 1977 TV station financial profile showing that the average TV station had a profit margin of 25.5 percent. Stations will not be forced to cut back on programming quality or shorten the broadcast day or even decrease local public affairs programming because of cable's impact on their revenues. Indeed, as Chairman Ferris noted, cable will provide the much needed incentive for local stations to improve their program schedule to compete with distant signals.

¹ Press Release, Young & Rubicam, December 22, 1978.

² Charles Ferris, Response to Questions by the Senate Appropriations Committee, FY 1979 Budget Review. State, Justice, Commerce, the Judiciary, and Related Agencies Appropriations. 95th Congress, Second Session on H.R. 12934, Part 5, p. 1656.



The Washington Post

Saturday, March 17, 1979

Robert L. Schmidt

The People v. Television

As TV writer Tom Shales predicted, The Washington Post's recent survey of Americans' changing attitudes toward television has created a furor in the plush offices of network executives and movie moguls.

Fifty-three percent of the viewers polled by The Post said they watch less television now than they did five years ago, and that with the exception of a few favorites, they are often disappointed by what they are offered.

For the people who program America's television sets—both the executives of the three major networks and the heads of the dominant production studios—the Post poll is a colossal vote of no-confidence. Most disturbing of all

That second line was the underpinning of a response to the Post poll that appeared on this page March 8, "Why Such 'Charity' for Cable TV?," by Jack Valenti, president of the Motion Picture Association of America.

While Valenti gave lip service to making more diverse programming available to consumers through new technologies, he raised the common cry of poverty for the production community. The role of his member companies, Hollywood's big movie houses, is being overlooked in federal communications policy, he said, and they are being forced to subsidize the growth of cable television through a "loophole" in the nation's copyright law.

Behind that artful rhetoric is a blatant attempt by the nine largest studios to enlist the federal government in guaranteeing their huge profits at the expense of consumers who want a wider range of viewing options. In the case of *The People v. Television*, the major program producers have weighed in on the side of the floundering networks.

Valenti tells us that the federal government must come to the rescue of major production studios by giving them control over the programming cable television carries, ensuring that the studios will be able to exact a hefty profit. He fails to mention that the cable television copyright formula he now calls a loophole was actually arrived at through negotiations in which he took the lead in 1976. An agreement setting cable's payments was signed by Valenti and myself on April 26, 1976, and ultimately became part of the new Copyright Act, ending years of dispute. The act took effect in 1978, and in its first year of operation generated between \$12 million and \$14 million in



By Zarko Karabatic for The Washington Post

Taking Exception

from the perspective of the TV giants should be that this dissatisfaction is abroad precisely when new entertainment technologies with the ability to offer the consumer greater freedom of choice are becoming widely available.

The networks and the studios have two standard responses to criticism of television as we know it. The first, uttered from on high with a flavor of noblesse oblige, is reminiscent of telephone-company executives' response to criticisms of our "best-in-the-world" telephone system: We are told to hold our tongues because our system is better than all others. The second is a series of stern lectures on the dangers of tinkering with the system: To allow new technologies—from cable television to videodiscs—to compete freely with networks and broadcast stations will inevitably bring on the demise of all of the best in television.

new revenue for program suppliers—10 percent of the cable industry's profits.

Now the major studios want more money and want Congress and the Federal Communications Commission to help them get it. The real issue, unfortunately, is lost in the debate. While the argument focuses on how to split the people's purse, consumers' clearly expressed desire for more viewing options is being ignored.

A wide variety of new programming could be provided by broadcast television. Instead, the industry seems more intent on cloning old programs to reach new heights of banality.

New programming options could be provided by Hollywood. Instead, the major studios are focusing on how to help the networks force-feed the public more of the same.

New viewing options are being provided by cable television. Through the nation's largest system of satellite transmission, cable TV systems are bringing millions of American homes over 1,000 hours a month of program alternatives, including:

- Two special children's channels;
- Three full channels of religious programming;
- All-news television channels;
- Made-for-cable entertainment specials;
- Gavel-to-gavel coverage of the U.S. House of Representatives;
- First run, uncut, noncommercial movies;
- Independent TV stations from distant cities.

With these alternatives available, and more in planning, it is not surprising that 36 percent of those polled by The

Post indicated they would be willing to pay a small sum for better television.

But at every step, broadcasters and the studios have enlisted government support to halt the development of alternative program options. Distant-city television signals, which are a major attraction for cable subscribers in urban markets, have been the prime focus. First, the FCC was prompted to require cable systems to obtain retransmission consent from both broadcasters and the studios; the result, from 1968 to 1972, was a virtually total freeze on new distant-television signals for cable viewers, as broadcasters and program suppliers "turned off the spigot" on cable programming. After that approach failed, the FCC was pushed to protect broadcast television from cable competition by another tack: limiting the number of distant signals cable systems could offer consumers, and requiring the blacking out of up to 50 percent of the programming on those signals.

Now we have come full circle, with broadcasters and program suppliers reviving the old retransmission consent idea in an attempt to balloon the studios' profits and to regain the broadcasters' control over cable TV services.

If government steps in again at the movie barons' behest, it will be handing the future of television back to the control of the men who made the medium what it is today. And the viewing public, whose voice is only beginning to be heard demanding new programming and services, will be deprived of new choices that it is only beginning to know are possible.

The writer is president of the National Cable Television Association.

TV SUPERSTATIONS AT TURNING POINT

WTCG MEETS RESISTANCE ON RATES, ACCESS TO SHOWS

By JOHN DEMPSEY

WTCG-TV Atlanta loves, being called a superstation; KTVU-TV San Francisco is very uneasy about it. Viacom has no problem with placing product on WTCG-TV, the premier superstation, whereas MCA-TV refuses to sell it anything. A few big advertisers — such as Mobil Oil, Toyota and Miller beer — have agreed to pay WTCG's jacked-up rates for 1979, but most of the major ad agencies have politely declined.

It's contradictions like these that likely will push the superstation issue into the foreground at the 16th annual conference of the National Assn. of Television Program Executives, which begins later this week in Las Vegas.

Even though the signals of WGN-TV Chicago and KTVU-TV San Francisco are already beginning to find their way into cable homes via satellite, the call letters that everyone in the industry thinks of when they talk about the superstation are WTCG, which is run by the flamboyant sportsman-entrepreneur Ted Turner. Other indie stations in WTCG's position are worried about the complaints of syndicators who don't like the idea of getting only minuscule copyright money from the scores of cable systems that are picking up their shows without so much as a by-your-leave.

WTCG is much less cautious. Its strategy has always been to encourage cable-tv systems to pick up its signal, particularly after it went up on the satellite in December 1976. Once the station approached the figure of 2,000,000 homes outside the Atlanta area, it set in motion a major sales drive to convince national-spot advertisers that they should pay about a third more (as of Jan. 1, 1979) than the previous year's rates because of all the extra viewers

their messages were reaching.

So far, advertisers have, for the most part, shied away from the new rates, and WTCG's revenues are down about 60% in the first six weeks of 1979 compared to the same period last year. And agency men for three advertisers who are paying the higher freight on WTCG this year — Steve Leff of McCann-Erickson for Miller beer, Bill Sheehan of DFS for Toyota and John Feller of Wells Rich Greene for the New York State Tourist Board — say they're in no way endorsing the station through their deals. Leff and Sheehan both wanted their spots in the Atlanta Braves baseball games and Feller hopes to get a fix on viewer reaction around the country to a free booklet (on things to do in New York) that can be obtained by dialing an 800 number that is flashed on the screen.

Most of the other clients of these three agencies are taking a wait-and-see attitude toward the superstation. On April 1, Ted Turner was planning to cover over the spots of advertisers who aren't paying the new national rate (either because they're on carryovers from last year's contracts or because their business is strictly local, like a used-car dealer) with public-service announcements or promos for future WTCG shows on the signal that's beamed out on the satellite. Turner's plan was to use this covering-over process as leverage with the advertiser, in effect telling him that if he didn't pay the extra dollars he wouldn't get the extra 2,000,000 viewers on cable systems in 43 states that pull in WTCG.

Decision Not To Switch

But just last week, according to various sources, Turner decided not to get involved in such commercial switches because of the possibility that they could be legally construed as retransmissions. For example, the same telecast of "Sanford & Son" (which WTCG strips at 7:30 p.m.) could be interpreted as two runs if viewers in Atlanta saw dif-

ferent commercial spots from the ones being transmitted to tv viewers of, say, Teleprompter Cable in upper Manhattan, which has begun scheduling WTCG.

Sid Pike, WTCG's operations v.p., says that local commercials will be covered over on the Atlanta Braves telecasts because Turner owns the team. But Pike adds that he's planning to ask permission of the distributors to cover over the spots on syndicated shows. Sources at a number of syndication companies, however, say they'll never give such permission unless WTCG is willing to fork over a lot more dollars through renegotiated contracts.

If syndicators say no to Pike's request that he be allowed to cover over the local spots, WTCG may lose its leverage and be forced to lower its national rates, thus setting back the cause of superstations, at least for the immediate future.

'Rates Won't Fall'

But Tom Ashley, the head of Turner Television Sales, the New York office of WTCG, has a never-say-die attitude. "We have no plans to lower our ratecard prices," he says, despite the 60% drop-off in revenues so far this year. "There may be lean months ahead, but if anybody knows Ted Turner he's survived other lean years in the past quite well." Ashley goes on to say that Kellogg's has just bought a bulk order at the new rates for WTCG's children's programs (syndicated reruns of everything from "The Three Stooges" and "Leave It To Beaver" to "The Flintstones" and "Speed Racer"). There's no question that if WTCG somehow manages to begin signing hundreds of national-spot advertisers at rates commensurate with the station's satellite reach, WGN-TV Chicago, KTVU-TV San Francisco and the other superstations that have gone up on the satellite, or are about to, will also start drawing up fat new ratecards.