

Itinerary For  
Clay T. Whitehead  
Los Angeles

Thursday, January 13:

4:30 p.m.	Lv. OPT	
5:55 p.m.	Lv. Dulles airport	AA Flt. 75
8:21 p.m.	Arr. Los Angeles	
	Mr. Whitehead will stay at Beverly Wilshire Hotel 9500 Wilshire Boulevard Beverly Hills, Calif.	(213) 273-1400

Friday, January 14:

10:00 a.m.	Meeting with Taft Schreiber MCA Universal 14th Floor 100 Universal City Plaza University City, Calif.	(213) <del>(213)</del> 985-4321
6:15 p.m.	Reav Winckler will pick up Mr. Whitehead	(213) 781-4747
7:00 p.m.	Interview at KABC-TV 4151 Prospect Hollywood, Calif.	(213) 462-7111
	Joseph Benti Anchorman	

Saturday, Jan. 15

11:00 a.m.     Burt Harris will pick you up to go to USC

12:30           Luncheon speech                     Don Bushnell  
                 Faculty Center

After luncheon, Ted Ledbetter will want  
Bowman Cutter, new Executive Director  
Cable Television Information Center

Evening:       Dinner with Taft Schreiber

Sunday, Jan. 16

9:15 a.m.       Lv. Los Angeles airport via AA Flt. 76

4:53 p.m.       Arrive Dulles airport  
                 Coyt will pick you up.

Itinerary For  
Clay T. Whitehead  
Los Angeles

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9500 Wilshire Boulevard  
Beverly Hills, Calif.

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                 Coyt will pick you up.

Saturday, Jan. 15

10:00 a.m.      Opening remarks at USC  
Hoffman Hall  
Caseroom West  
USC Campus

(213) 746-6697

Speakers:

Ted Ledbetter  
Urban Communications

Monroe Price  
Sloan Commission on CATV

Nathaniel Feldman  
RAND Corp.

James McGee  
Mayor of Dayton, Ohio

Dr. J. Alfred Cannon  
Chairman of Board of Directors  
Mafundi Institute

12:30 p.m.      Luncheon speech  
Upstairs Common

Clay T. Whitehead      (213) 746-6193  
Mr. Guzman

2:30 p.m.      Afternoon Session  
Hoffman Hall  
Caseroom West

Speakers:

Morris Tarshis, Director  
Bureau of Franchises  
New York City

Berry Lemieux  
Director of CATV Project  
Bedford-Stuyvesant Restoration Corp.  
Brooklyn, New York

3:30 p.m.      Panel Session



Saturday, Jan. 15 (Cont.)

5:00 p.m.      Cocktail Reception                      (213) 747-9266  
                      Julies  
                      3730 S. Flower  
                      USC Campus

Evening:      Dinner with Taft Schreiber

Sunday, Jan. 16

9:15 a.m.      Lv. Los Angeles airport via AA Flt. 76  
4:53 p.m.      Arrive Dulles airport  
                      (Coyt will pick you up.)

JAN 31 1973

Mr. Jerome W. Milliman  
Director  
University of Southern California  
Center for Urban Affairs  
Bruce Hall 409  
Los Angeles, California

*Returned to Lasher  
2/5/73*

Dear Mr. Milliman:

Thank you very much for your letter enclosing a copy of the report of the seminar on urban cable television in Los Angeles.

I certainly enjoyed participating in the seminar, and appreciate your thoughtfulness in forwarding a copy of the report. It will be a helpful addition to our work here.

Best regards.

Sincerely,



Clay T. Whitehead

HCHall:cjc:1-31-73

cc:

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Whitehead (2)

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# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

January 25, 1973

The Honorable Clay Whitehead  
Office of Telecommunications Policy  
Executive Office of the President  
Washington, DC 20504

Dear Mr. Whitehead:

Approximately a year ago the Center for Urban Affairs and the Mafundi Institute sponsored a seminar on urban cable television in which you very generously participated. It was our hope at that time that we would be able to make the proceeding available to other interested individuals. Fortunately, we believe, it has been possible to publish the transcript of the meeting with the additon of a bibliography on cable television. A copy is enclosed.

The material has an unusual balance between excellent formal presentations and freewheeling discussion on the basic issues facing city officials, citizens and the cable industry in the immediate future. Your contributions are very much appreciated.

Sincerely,

A handwritten signature in cursive script that reads "Jerome W. Milliman".

Jerome W. Milliman  
Director

JWM:mo

Enclosure



Eva

MAY 25 1972

Mr. Don D. Bushnell  
Acting Director  
Watts Communications Bureau  
1827 East 103 Street  
Los Angeles, California 90002

Dear Mr. Bushnell:

Thank you for your letter of May 19 and for sending the excerpts of my remarks at the Urban CATV conference held last January at USC.

As long as the conditions you describe for publishing the pictorial summary apply, the excerpts you sent me are ok, and I appreciate your giving me the chance to look them over.

Sincerely,

  
Clay T. Whitehead

cc:  
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Whitehead 2 ✓  
Deputy Director  
B. Lamb  
LKS Chron  
LKS Subject

LKSMITH/nms 5/23/72

May 19, 1972

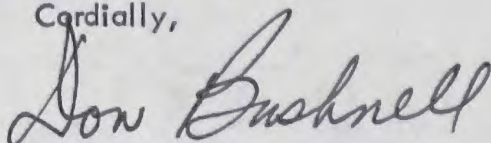
Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policies  
Executive Office of the President  
Washington, D. C.

Dear Dr. Whitehead:

Cypress Communications Corporation is preparing a pictorial summary of the Urban CATV conference held in January at USC. The enclosed quotation was taken from the edited version of the transcript (already approved by you) and Cypress would like to use your statement as one of the highlights of the seminar. The accompanying statement of other participants to be incorporated on the same page with your quotation(s) are also shown. We hope that you might approve of this arrangement and give us your clearance for publishing in the pictorial summary.

While Cypress is a commercial corporation, it is understood that no publicity for the company will be included in this pictorial summary. A statement at the back of the publication indicating Cypress sponsorship will be included, however. Because of this arrangement and because of the important nature of the remarks made at the Seminar, I am hoping you will concur with our request.

Cordially,



Don D. Bushnell  
Acting Director

DDB:m  
Enclosures



## Overview and Summary

### OVERVIEW

Dr. Clay T. Whitehead

Cable has the potential to change the way of life in this country, because it ultimately is going to be a new mass media. It is going to determine the conditions under which we exchange information; how we exchange views; how people make political points of view; how they bring together various coalitions, and so forth . . . What we are after is making this medium available to the people who want to use it at the lowest cost, and encourage the people in the communities throughout the country to have access to this media; to have sufficient control over this media at the local level; so they can shape it; so they can make it what they want of it in their community; so they can use it for maximum benefit in their community.

(Roll 3 - 8)

### SUMMARY

Leon N. Papernow

I think what we have seen and heard here today is a considerable emphasis on the awareness that cable technology is an instrumentality for social communications. We have heard a great deal of concern about what the nature and form of that communication will be, whether the change will be in the direction of improved and invigorated life styles, life-supporting communities to live in, or whether it will go the other way. I think it has been concluded that there will be significant impact on this question, through the development and utilization of this technology .

Ted Ledbetter

If residents get involved in cable, if they understand <sup>that</sup> it is important and deal with it on a local level, then it will be what they want it to be. If they let it alone and let it go its own way, I shudder to think what it might turn out to be.



Local Origination and Access: Who will provide funding and facilities for local programming? Is access to cable channels and to supportive technology for programming sufficient insurance that local programming will be relevant and important to the community served? Should cities plan for an economy of scarcity of available channel space on cable or does the near future promise a profusion of channels?

Clay T. Whitehead

All of our thinking is conditioned on television being a medium of channel scarcity. We have to go through a period of rethinking that. As the Sloan Commission Report says, "It is going to be television of abundance."

(Roll 3 - 12)

Ned Feldman

The Challenge for Change program in Canada has provided some examples of what local programming can do. Although they started with film, the Challenge for Change group is now using half-inch video tape since it is cheaper than film. For a widely dispersed community of some 5,000 inhabitants, sixty percent of the population was on welfare, they made a film. By cooperating in making a 20-hour film -- it was finally edited down to six hours -- the community was involved in helping to solve its own problems. The film brought out what the values were that attached the people to their communities, broke down their isolation in a way that finally led them to join in establishing an efficient fishermen's cooperative, to wider acceptance of a different type of fishing vessel which they built in their own cooperative (which permitted them to get further out to sea and put their fishing industry on a profitable basis). It led to the breaking up of small school districts, and the rise of a new and effective consolidated school district. This was a community that was falling apart and appeared utterly hopeless before.



Applications: Non-broadcast as well as broadcast services of the cable could make the difference between an economically viable system and one that is marginal. What congruency is there between the proposed applications of the system operators and the urban users? What are the real inequities in public and private services in low-income communities that should receive priority considerations?

Clay T. Whitehead

The potential of cable almost boggles the mind. The potential for education, for instruction, for culture, for entertainment, for creating more community awareness, for greater exchange within the community. All of these factors have to be dealt with, and cable very clearly has the potential to do it.

Monroe Price

. . . it seems there are incredible barriers and frustrations that are involved in the process of translating a lot of our pious sentiments and goals into actions . . . In the area of services, example, health services and education services, it seems to me we begin to confuse the technology with our own inability to figure out what we are really trying to do and how we can do it . . . another ground of skepticism is whether we have the imagination that is really up to the technology.

(Roll 3 - 12 cropped?)

Morris Tarshis

We would like to see pay TV developed for the professionals, the engineers, the doctors who may not be able to attend various lectures; to see new procedures that are being developed (in CATV) . . . I see pay TV for them as being a very valuable kind of instrument and a great adjunct, as far as cable TV itself is concerned.

(Roll 1 - 13A)



# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

## SEMINAR ON URBAN CABLE TELEVISION AND THE WIRED CITY

University of Southern California  
Social Science Center

January 15, 1972

Morning Sessions 10:00 A.M.

Cable Television and Urban Systems

Ted Ledbetter, President  
Urban Communications Group  
Washington, D.C.

Federal Regulations from an Urban  
Perspective

Monroe Price, Sloan Commission  
on Cable Television

Present and Future Broadband  
Systems

Nathaniel Feldman  
RAND Corporation

Lunch Speaker to be Announced

Afternoon Sessions 1:30 P.M.

Contracts and Issues

Morris Tarshis, Director  
Bureau of Franchises  
New York City

Ownership Patterns and Alternatives

Frank Thomas  
Bradford Stuyvesant Dev. Project  
New York City

Panels and Discussion Period

Adjournment 5:00 P.M.





# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

December 14, 1971

Mr. Ted Ledbetter  
President  
Urban Communications Group  
1730 M St., N.W.  
Washington D. C.

Dear Ted:

Here is the agenda as we go to press. Introductions will be made by the President of the City Council and the President of USC and the sessions will be chaired by Councilman Billy Mills, Council President Pro Tem. On the closing panel session we have planned for such personalities and expertise as Tom Bradley, Leon Papernow (Executive Vice President, Cypress Communications), and Robert Russell, the General Manager of Department of Public Utilities and Transportation, and Sheila Mahoney, Assistant Chief, Consumer Protection Division, New York City.

To date the participants number about sixty. We are trying to hold it to seventy-five and keep our representation in balance between municipal government representatives, state legislators, and representatives of the communities being served, including the directors of HUD, Model Cities, Brotherhood Crusade, EYOA, etc., etc. If Whitehead agrees to attend, I think he would have a ready made audience for any municipal proposals that OTP wants to field test.

I appreciate your helping us in Washington. We need a luncheon speaker but he should also be of sufficient weight to give our conference the visibility and validity that our recommendations deserve. Since it precedes the Kettering clambake by about four days, we have a good opportunity to make points in the press before they get to the media.

Best regards,

A handwritten signature in cursive script, appearing to read "Don".

Don D. Bushnell  
Conference Coordinator

DDB:m  
Enclosure

trip  
1/12/72  
JAN 21 1972

Mr. Taft B. Schreiber  
MCA, Inc.  
Executive Offices  
100 Universal City Plaza  
Universal City, California 91608

Dear Taft:

Just a note to thank you for your hospitality last week. I enjoyed very much meeting Sid Sheinberg and talking with you and Lew. I also found it very useful to talk with the people from the various studios; thank you for sending the list.

I have talked with Dean Burch about the prime time rule, and I believe you will be hearing from him shortly. As I said out there, he has problems within the Commission in doing this type of thing, but I can assure you he is eager to help.

I will be talking with the cable people and the broadcasters next week about the compromise and will include a careful review of the problems you feel are present.

Please let us know if we can be of any help. Best regards.

Sincerely,

  
Clay T. Whitehead

cc:  
DO Records  
DO Chron  
Mr. Whitehead - 2 ✓





## CHARLES R. DREW POSTGRADUATE MEDICAL SCHOOL

12012 Compton Avenue • Los Angeles, California 90059  
Telephone: (213) 537-4541

### DEPARTMENT OF PSYCHIATRY

January 20, 1972

Clay T. Whitehead, M.D., Director  
Office of Telecommunications Policy  
Executive Office of the President  
The White House  
Washington, D.C.

Dear Dr. Whitehead:

On behalf of the Mafundi Institute and the Watts Communication Bureau, I would like to thank you for your searching and sensitive statement regarding the status of CATV, currently. Your statement was informal, comprehensive and revealing in keeping with the spirit of the luncheon agenda.

We all recognize how terribly busy you are and the literally oceans of work that you are engrossed in. Thus, we of the Greater Watts community doubly appreciate your appearance at this Mafundi Institute co-sponsored event. We are so very anxious that the cause of community organization and/or based CATV franchises be recognized. Your presence may help us in this campaign.

Thank you again for your participation. May I take the liberty of wishing you a most successful New Year.

Most Sincerely,

J. Alfred Cannon, M.D.  
Professor and Chairman

Chairman, Board of Directors  
Mafundi Institute

JAC:rlm





LA  
by  
JAN 15 1972

Dr. J. Alfred Cannon  
Chairman  
Board of Directors  
Mafundi Institute  
Watts Communications Bureau  
1827 East 103 Street  
Los Angeles, California 90002

Dear Dr. Cannon:

I'm sorry that your letter of January 11 requesting a copy of my biography did not reach my Office in time for one to be sent. However, I enclose one for your records.

Nonetheless, I want you to know how much I enjoyed the Informational Seminar on Urban CATV. It was good to get a chance to meet with you and to exchange views on the development of this important medium.

I look forward to continuing this dialogue, and I hope that you will stay in touch.

Sincerely,

Signed  
TOM

Clay T. Whitehead

Enclosure

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January 11, 1972

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policies  
Executive Office of the President  
Washington, D.C.

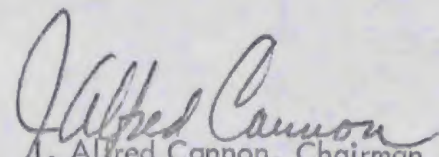
Dear Dr. Whitehead:

Just a note to say how much I am looking forward to meeting with you at the Informational Seminar on Urban CATV this coming Saturday, January 15.

I have the honor of introducing you at the luncheon and would very much appreciate it if your secretary could forward to my office a personal Vita.

The occasion of this Seminar and the advent of Urban CATV is an important one for the people of South Central Los Angeles and we are therefore looking forward with interest to your remarks.

Sincere best wishes,

  
J. Alfred Cannon, Chairman  
Board of Directors  
Matundi Institute



January 11, 1972

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policies  
Executive Office of the President  
Washington, D.C.

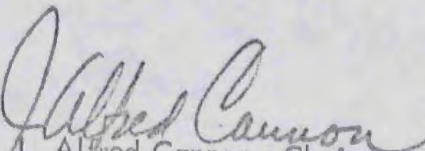
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Sincere best wishes,

  
J. Alfred Cannon, Chairman  
Board of Directors  
Mafundi Institute



# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

## THE WIRED CITY OF LOS ANGELES: AN INVITATIONAL SEMINAR ON URBAN CATV

HOFFMAN HALL - CASE ROOM WEST  
UNIVERSITY OF SOUTHERN CALIFORNIA

January 15, 1972  
10:00 A.M.

1972 will mark the dramatic changeover from one-way television in the major cities to two-way Broadband Communications Networks (BCN) that will eventually enable every urban subscriber to shop, vote, learn, broadcast and exchange audio/visual messages at-home or at work by means of coaxial cable networks. Facilitating legislation by the federal government this year is expected to bring cable television out of the suburbs and into the metropolitan centers. However, equitable distribution and timely introduction of broadband networks through the urban neighborhoods and commercial districts is the job of municipal government.

In 1972, most of the major metropolitan governments will modify or draft regulations providing for the full service of BCN systems in concert with the Federal Communications Commission and the Office of Telecommunications Policy guidelines. Some governances will initiate priority demonstration projects involving limited two-way communications in their urban neighborhoods because two-way systems can offer the urban resident improved and effective communications with government and educational agencies, access to public television channels, and visibility for local organizations and neighborhood groups. Most importantly, Broadband Networks can recreate a sense of community.

Los Angeles is the first major city to study the impact of BCN technology on its constituency in 1972. This Invitational Seminar on the Wired City to be held 15 January at the University of Southern California, is hosted by the Mafundi Institute of Watts and USC's Center for Urban Affairs, with the support of Cypress Communications Corp., the West's largest CATV firm, the Stern Fund and the Urban Coalition. We will seek to analyze and define alternative policy decisions which will be considered by our public officials in their planning for second generation broadband systems.



Los Angeles has already gained five years experience with first generation cable systems. The results of this past experience and the new issues linked to full-service, broadband systems will be discussed with invited authorities from New York City, Washington D.C., the West Coast and cities in-between. Speakers and panelists from outside the Los Angeles basin include:

Mayor James McGee	City of Dayton, Ohio
Morris Tarshis	Director, Bureau of Franchises, New York City
Frank Thomas	President, Bedford-Stuyvesant Restoration Corp. Brooklyn, New York
Ted Ledbetter	President, Urban Communications Group, Washington D.C.
Monroe Price	Sloan Commission on Cable Communications, NYC
Sheila Mahoney	Assistant Chief, Consumer Protection Agency, NYC
Nathaniel Feldman	RAND Corporation, Santa Monica, California
Richard Kletter	Portola Institute, Stanford, California
Leon Papernow	Executive Vice President, Cypress Communications Corporation, Los Angeles, California
C. T. McKay	State Representative, Dayton, Ohio

The principal speaker, Dr. Clay T. Whitehead, Director of the President's Office of Telecommunications Policy, cited as the nation's most important man for the U. S. communications industry, will bring us current on U. S. policy for cable communications.

The seminar will hold morning and afternoon sessions at Hoffman Hall at USC on the following issues:

System configurations: What is the real world of technological development in Broadband Communications Systems? What does the near-future hold for two-way systems, for expansion of channel capacity, for multi-point program origination?

Patterns of ownership: Should municipalities accord the same weight to non-profit franchise applicants as it does for commercial operators? What are the patterns of ownership extant in other cities? Is community or ethnic control essential to culturally relevant programming? What is the case for community ownership?

Programming and access: How will Los Angeles insure adequate channels, money and facilities for creative local programming? Should determination of access be vested in the cable operator, the municipal government, or local programming boards? What proportion of available channels should be given over to public access, at what rates, and with what priority?

Regulation: What minimum local regulations are required to ensure the BCN systems in Los Angeles are equitably distributed and exploit fully the potential of the new technology? Should we assume that ordinary market forces will spur operators to build rapidly and creatively, unencumbered by bureaucratic restraints? Can Ordinance #58,200 be modified or Board Orders be redrawn to allow for expanded BCN system applications, or should a new ordinance be drafted, specifically regulating BCN systems?

Concluding panels on programming and access, local and regional issues, and a summing up session will be open for discussion from the floor. A final report will be prepared from the proceedings for review by the City Council and the Commissioners of the Board of Public Utilities and Transportation.



THE WIRED CITY OF LOS ANGELES:

AN INVITATIONAL SEMINAR ON URBAN CATV

HOFFMAN HALL

CASE ROOM WEST

UNIVERSITY OF SOUTHERN CALIFORNIA

January 15, 1972

10:00 A.M.

Cable television (is) capable of providing communication services that were never anticipated or may have been supposed to be many years off. A healthy encouragement of the development of these services would seem to be in the public interest. Certain protections, to be applied after a suitable period of experimentation and growth should be provided to prevent abusive control which might not be in the public interest. The attitude of "let's not do anything now because it may be bad" or "let's not do anything now because in a few years there may be something better" are both self defeating. The fear of intruding on the domains of established services or interests is depreciative of the ability, drive and ingenuity of the men who direct those services and of the real worth of those services themselves. A wonderful communications opportunity has been created, almost by accident. Let us use it to a good advantage.

---Hubert J. Schlafly  
Senior Vice President  
Teleprompter Corporation

From: A Report for the Sloan  
Commission on Cable  
Communications.



Morning Session Convenes 10:00 A. M.

Welcome to Participants

Councilman Billy G. Mills  
President Pro Tem  
The Council  
Of the City of Los Angeles

Dr. Zohrab Kaprielian  
Vice President  
Academic Planning & Research  
University of Southern California

Opening Remarks

Dr. Jerome Milliman  
Director  
Center for Urban Affairs  
University of Southern California

Broadband Communications in an Urban Setting

Ted Ledbetter  
President  
Urban Communications Group  
Washington D.C.

Federal Regulations and Guidelines  
from an Urban Perspective

Professor Monroe Price  
Sloan Commission  
On Cable Communications

Near-Future Broadband Systems  
for Metropolitan Areas

Nathaniel Feldman  
Senior Scientist  
RAND Corporation  
Santa Monica, California

Luncheon Session 12:30 P.M. - Faculty Center

Presentation of Charles F. Kettering II Memorial

Mayor James McGee  
City of Dayton, Ohio

Introductions and Mid-Conference Summary

Dr. J. Alfred Cannon  
Chairman, Board of Directors  
Mafundi Institute  
Los Angeles, California

Luncheon Address

Dr. Clay T. Whitehead  
Director, Office of Telecommunications Policy  
Executive Office of the President  
Washington D. C.

Afternoon Sessions

2:30 P.M.

Franchising and Regulating  
Cable Communications in New York City

Morris Tarshis  
Director, Bureau of Franchises  
New York City, New York

Ownership Patterns & Alternatives

Barry Lemieux  
Director, CATV Project  
Bedford-Stuyvesant Restoration Corp.  
Brooklyn, New York

Panel Sessions

3:30 P.M.

Programming and Access

Moderator  
Gordon Davis  
Vice President, Group W -KFWB  
and Vice President, California  
Association of Broadcasters

Don D. Bushnell  
Acting Director  
Watts Communications Bureau  
Los Angeles, California

Sheila Mahoney  
Assistant Chief  
Consumer Protection Agency  
New York City, New York

Richard Kletter  
Media Access Center  
Portola Institute  
Stanford, California



### Local and Regional Issues in Cable Communications

Moderator  
Mayor James McGee  
City of Dayton, Ohio

John Gwen  
National Chairman  
National Cable Television Association  
Washington D.C.

Commissioner Robert D. McNutt  
Vice President, Board of Public  
Utilities and Transportation  
Los Angeles, California

State Representative C. J. McLin  
Advisor to the Governor  
on Minority Affairs  
Columbus, Ohio

### Summing Up

Moderator  
Dr. J. Alfred Cannon  
Chairman, Mafundi Institute  
Los Angeles, California

Arnie Johnson  
Deputy Director  
Urban Coalition of Greater Los Angeles  
Los Angeles, California

Leon Papernow  
Executive Vice President  
Cypress Communications Corp.  
Los Angeles, California

Dr. Robert Warren  
Center for Urban Affairs  
University of Southern California  
Los Angeles, California

Cocktail Reception      5:00 P. M. - Faculty Center

### Sponsors

Cypress Communications Corporation  
Stern Fund  
Urban Coalition











If you drive to USC, they tell me it will take 20 minutes to get to the campus. They have made arrangements for parking at parking lot "E" -- which is the entrance off Figueroa and Exposition Blvd. (southwest side of campus).

Campus information number: (213) 746-2311.



T. Long  
MAR 20 1972

Mr. Leon N. Papernow  
Executive Vice President  
Cypress Communications Corporation  
10880 Wilshire Boulevard  
Los Angeles, California 90024

Dear Mr. Papernow:

Thank you for sending me copies of the pictures taken at the Mafundi Institute Conference on Urban CATV. I enjoyed the Conference, and am happy that I have these pictures of it. You were most thoughtful to send them along.

Sincerely,

Signed  
TOM

Clay T. Whitehead

cc:  
DO Chron  
DO Records  
Whitehead ✓  
Eva  
LKS Subject  
LKS Chron

LKSmith:jem 3/14/72



LEON N. PAPERNOW, *Executive Vice President*

2-9  
7  
March 7, 1972

Dr. Clay T. Whitehead  
Director  
Office of Telecommunications Policy  
Executive Office of the President  
The White House  
Washington, D.C.

Dear Tom:

I thought you would be pleased to have copies of the enclosed photographs which were taken at the Mafundi Institute conference on urban CATV which we were pleased to co-sponsor. Thank you for your participation in that meeting.

We here at Cypress felt it was one of the best of its kind in which we have participated and I expect that we will be meeting again at similar follow-up events.

Best regards.

Sincerely,

Leon N. Papernow

LNP/jmr  
Enclosures



Routing Slip  
Office of Telecommunications Policy

Date **FEB 10 1972**

From: Babcock

To:

<u>2</u>	Whitehead, C. T.	
	Mansur, G. F.	

	Babcock, C.	
	Buss, L.	
	Carruthers, B.	
	Chesbrough, G.	
	Colby, D.	
	Cooke, A.	
	Culpepper, C.	
	Dean, W.	
	Doyle, S.	
	Eagle, B.	
	Enslow, P.	
	Goldberg, H.	
	Hailey, L.	
	Hall, D.	
	Hall, H.	
	Hinchman, W.	
	Jansky, D.	
	Jiggetts, C.	
	Johnston, B.	
	Joyce, C.	
	Lamb, B.	
	Lasher, S.	
	Lyons, W.	
	McCrudden, M.	
	Mustin, T.	
	Owen, B.	
	Raish, L.	
	Robinson, K.	
	Scalia, A.	
	Smith, B.	
<u>1</u>	Smith, L.	
	Thornell, J.	
	Urbany, F.	
	Ward, D.	

Remarks

F4/1

LA  
trip



CITY OF LOS ANGELES

THOMAS BRADLEY  
COUNCILMAN  
TENTH DISTRICT

February 7, 1972

Mr. Clay T. Whitehead  
Executive office of the President  
Office of Telecommunications Policy  
Washington, D.C. 20504

Dear Mr. Whitehead:

Thanks for your kind note following our meeting at the USC Seminar on Cable Television. I am sure that all of the participants especially appreciated your remarks on that occasion. We look forward to exciting possibilities as this new industry develops.

I look forward to working with you in the future.

Cordially,

THOMAS BRADLEY  
Councilman, Tenth District

TB:ca



GILBERT

100% COTTON

RECEIVED

100% COTTON



100% COTTON

100% COTTON





THOMAS BRADLEY  
COUNCILMAN 10TH DISTRICT  
CITY HALL  
LOS ANGELES, CALIF. 90012



Mr. Clay T. Whitehead  
Executive Office of the President  
Office of Telecommunications Policy  
Washington, D.C 20504

760



Thursday, 1/13/72

11:10

Brian has arranged for Reav Winckler to pick Mr. Whitehead up at his hotel on Friday, January 14, at 6:15 p.m. and will take him to his interview at KABC T.V.

Brian is tentatively scheduling a taping at 8:00 afterwards. Mr. Winckler will take Mr. Whitehead to that taping.


don d. bushnell

Mr. Byron Lamb  
Office of Telecommunications Policy  
Executive Office of the President  
Washington D.C.

Dear Mr. Lamb:

The enclosed are for Dr. Whitehead's attention. We are delighted that he will be able to join us and a letter from Dr. Milliman and Dr. Cannon is being sent acknowledging his acceptance. Thank you for your help and I look forward to visiting with you one day soon.

Best regards,



Don D. Bushnell  
Conference Coordinator  
and Acting Director  
Watts Communications Bureau

watts communications bureau

1827 east 103 street ~ los angeles ~ california 90002 ~ 213/564-4496



**CYPRESS COMMUNICATIONS CORP.**—10880 Wilshire Blvd., Los Angeles, Cal. (90024). Phone: 213-478-8555.

Systems: Flagstaff, Ariz.; Malibu & Palm Springs, Cal.; Ft. Walton Beach & Lake City, Fla.; Union City & Warsaw, Ind.; Albia & Guthrie Center, Iowa; Hiawatha & Russell, Kan.; Cleveland & Drew, Miss.; Fairfax, Tarkio, Warrensburg, Warsaw, Waynesville & Windsor, Mo.; Berlin & Lancaster, N.H.; Delphos, Ft. Shawnee, Kenton, St. Marys, Sidney & Wapakoneta, O.; Hood River, Ore.; Altoona, Chambersburg, Lancaster County, Marietta, Newport, Reedsville & Roaring Springs, Pa.; Erwin, Greenville & Kingsport, Tenn.; Dublin, Hico, Nava-sota & Stephenville, Tex.; Brattleboro, Vt.; Abingdon, Galax & Saltville, Va.; manages Kern Cable Co., Bakersfield, Cal., which it is presently buying.

Other interests: 60% of Garden State Micro-Relay (CC).

Officers: **Burt I. Harris**, pres.; **Leon N. Papernow**, exec. v.p.; **Jerry B. Greene**, v.p.-finance; **Marc Nathanson**, corporate development dir.; **Harvey L. Simpson**, secy.-treas.; **Jerry Baker**, mktg. dir.; **Ted Swanson**, technical dir.; **John Calvetti**, programming dir.

Note: Cypress & HarriScope Cable Corp. have completed merger. HarriScope Cable Corp. now holds 42% of Cypress stock.

**HARRISCOPE BROADCASTING STATIONS (Burt I. Harris)**—10889 Wilshire Blvd., Los Angeles, Cal. (90024). Phone: 213-478-2501. Owns and operates stations KFBB-TV, Great Falls, Mont.; KBAK-TV Bakersfield, Cal.; KTWO-TV, Casper, Wyo. (KTWO); KULR-TV, Billings, Mont.; also 28% of KGGM-TV & KGGM, Albuquerque, N.M. (KGGM & KSPV); also has 50% of WSNS-TV, Chicago, Ill. For CATV holdings, see Cypress Communications under CATV Group Ownership. Executives: **Burt I. Harris**, pres.; **Donald P. Nathanson**, exec. v.p.; **Jack Rosenthal**, exec. v.p.; **Jerry B. Greene**, treas.

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Wednesday, 1/12/72

TRIP  
1/13-15/72

4:00 We have made reservations for Mr. Whitehead for Jan. 13, 14, 15  
at the Beverly Wilshire Hotel, 9500 Wilshire Blvd., Beverly Hills,  
California. (\$24.00)

(213) 273-1400

Tuesday 1/11/72

INV.  
1/15/72

1:00

Taft Schreiber called concerning dinner on Saturday. He would like to talk with you to see if there is anyone you would like to have invited to the dinner or that you would like to talk with before that.

(213) 985-4321



Monday 1/10/72

INTERVIEW

1/14/72

7:30 p.m.

9:00 Brian advises Mr. Whitehead is tentatively scheduled for a 30-minute interview at KABC-TV in Los Angeles at 7:30 p.m. on Friday, Jan. 14.



# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

December 14, 1971

Mr. Ted Ledbetter  
President  
Urban Communications Group  
1730 M St., N.W.  
Washington D. C.

Dear Ted:

Here is the agenda as we go to press. Introductions will be made by the President of the City Council and the President of USC and the sessions will be chaired by Councilman Billy Mills, Council President Pro Tem. On the closing panel session we have planned for such personalities and expertise as Tom Bradley, Leon Papernow (Executive Vice President, Cypress Communications), and Robert Russell, the General Manager of Department of Public Utilities and Transportation, and Sheila Mahoney, Assistant Chief, Consumer Protection Division, New York City.

To date the participants number about sixty. We are trying to hold it to seventy-five and keep our representation in balance between municipal government representatives, state legislators, and representatives of the communities being served, including the directors of HUD, Model Cities, Brotherhood Crusade, EYOA, etc., etc. If Whitehead agrees to attend, I think he would have a ready made audience for any municipal proposals that OTP wants to field test.

I appreciate your helping us in Washington. We need a luncheon speaker but he should also be of sufficient weight to give our conference the visibility and validity that our recommendations deserve. Since it precedes the Kettering clambake by about four days, we have a good opportunity to make points in the press before they get to the media.

Best regards,

Don D. Bushnell  
Conference Coordinator

DDB:m  
Enclosure

(213) 564-4496





# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

## SEMINAR ON URBAN CABLE TELEVISION AND THE WIRED CITY

University of Southern California  
~~Social Science Center~~

January 15, 1972

Morning Sessions 10:00 A.M.

Cable Television and Urban Systems

Ted Ledbetter, President  
Urban Communications Group  
Washington, D.C.

Federal Regulations from an Urban  
Perspective

Monroe Price, Sloan Commission  
on Cable Television

Present and Future Broadband  
Systems

Nathaniel Feldman  
RAND Corporation

Lunch Speaker to be Announced

Afternoon Sessions 1:30 P.M.

Contracts and Issues

Morris Tarshis, Director  
Bureau of Franchises  
New York City

Ownership Patterns and Alternatives

Frank Thomas  
Bradford Stuyvesant Dev. Project  
New York City

Panels and Discussion Period

Adjournment 5:00 P.M.



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Lunch

Speaker to be Announced

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New York City

Ownership Patterns and Alternatives

Frank Thomas  
Bradford Stuyvesant Dev. Project  
New York City

Panels and Discussion Period

Adjournment

5:00 P.M.

*Tom is  
scheduled  
to speak*

*File under  
L.A. trip  
Jan 15*





# UNIVERSITY OF SOUTHERN CALIFORNIA

University Park

Los Angeles, California 90007

Center for Urban Affairs  
Bruce Hall 409

December 14, 1971

Mr. Ted Ledbetter  
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I appreciate your helping us in Washington. We need a luncheon speaker but he should also be of sufficient weight to give our conference the visibility and validity that our recommendations deserve. Since it precedes the Kettering clambake by about four days, we have a good opportunity to make points in the press before they get to the media.

Best regards,

A handwritten signature in cursive script, appearing to read "Don".

Don D. Bushnell  
Conference Coordinator

DDB:m  
Enclosure

Monday 1/3/72

MEETING

1/14/72

10:00 a.m.

12:00 We have scheduled a meeting with Taft Schreiber at 10:00 on Friday morning, Jan. 14 in Los Angeles.

14th Floor (212) 985-4321  
100 University City Plaza  
Universal City, Calif.



Speech

1/13/72

Routing Slip  
Office of Telecommunications Policy

Date: JAN 12 1972

From:

OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON

1/13/71

dudy -

I left a message that  
Tom can not come - but  
I think Tom should  
have a copy of this in  
his LA folder anyway,  
just FYI.

Linda

	Ward, D.	

Remarks:

regret: Mr Whitehead  
has another app't



LEON N. PAPERNOW, *Executive Vice President*

January 7, 1972

Dr. Clay T. Whitehead  
Director  
Office of Telecommunications Policy  
Executive Office of the President  
The White House  
Washington, D.C.

Dear Tom:

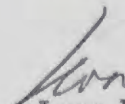
As you undoubtedly are aware, Cypress Communications Corporation is a co-sponsor with the Stern Fund and the Urban Coalition of the Invitational Seminar on Urban CATV that will be held at the University of Southern California this coming Saturday.

Burt I. Harris, President of Cypress, and I would be very pleased if you would be our guest at a private dinner which we will host for the principal participants of the Seminar. The dinner will be at the Mediterranean Restaurant, 134 North La Cienega, Beverly Hills at 8:00 PM, Saturday, January 15th.

We hope you will be able to join us and we look forward to seeing you during the seminar.

Kindly advise Mrs. Ruth Bender by collect telephone or wire whether you will be able to join us. She may be reached at this office at the telephone number indicated below.

Sincerely,

  
Leon N. Papernow

LNP/jmr



FYI

PROPOSED: A MORATORIUM ON CATV FRANCHISES  
IN THE CITY OF LOS ANGELES

Broadband cable communications systems for the major cities have the distinct advantage of being undeveloped - raw - uncooked. With no commercial or mass audience imperatives, without programming precedent, and without large corporate control, as yet, CATV with the added new broadband technology will be a "last chance" for authentic and culturally relevant programming in the urban areas. More than that, with second generation CATV, all citizens will have their own communications outlet. Broadband systems offer the poor, the minorities, those frustrated with never being heard, immediate access to the air-ways. New cable systems interconnect schools with neighborhood homes, businesses with fire and police agencies, municipal offices with field offices. And with almost unlimited channel capacity and two-way facility, government and educational services can more effectively communicate job opportunities to the unemployed, amplify training for the underemployed, and intensify adult education. In short, second generation CATV can institute better health, welfare, and economic aid for all while meeting the growing demands of businesses and government for expanding services within an increasingly complex urban society.

The Watts Communications Bureau urges that all City Councilmen have the opportunity to study and assess the impact of broadband systems on the City of Los Angeles. We urge that the responsible departments and agencies within the City government work toward the establishment of long-range guidelines for the development of this technology so that it might deliver the greatest possible benefits to all citizens, whatever their social and economic status. For these reasons we submit the following recommendations for deliberate action by the Council. We propose a moratorium on the granting of CATV franchises or extensions of cable services within the City until such actions are taken.



## RECOMMENDATIONS

The Watts Communications Bureau submits the following recommendations for Council action. These proposals are designed to prepare the way for a broadband cable systems network in the City of Los Angeles that will operate economically and successfully in a neighborhood context, that will guarantee maximum involvement at the community level, and will encourage community ownership wherever feasible. The Watts Communication Bureau is particularly concerned with service to low income areas but offers these recommendations on behalf of all residents of the city because Watts Communication Bureau believes that matters of program diversity, citizen communications, public access, non-broadcast services, and relevancy of local programming will be of interest to all citizens - poor and affluent alike.

1. The Council should initiate proceedings to convene a special committee, composed of Council representatives, representatives from the Board of Public Utilities and Transportation, the cable industry, and public interest groups, to develop a master plan for cable system construction in the City of Los Angeles. Until such time that a master plan is approved and certified by the Council, no further franchises or designations of additional service areas should be granted by the Council or the Board of Public Utilities.

A master plan is needed if the city is to establish an equitable basis for the development of broadband cable systems within all the districts of the City of Los Angeles. Ultimately, the plan should provide for the interconnection of these broadband cable systems within the city and with other contiguous suburban cable systems, enabling all subscribers to receive all channels of the interconnected systems. Further, the plan should provide for upgrading systems built within the city limits so that all facilities, equipment, and services are as advanced as the current state of technology will allow -- ensuring a two-way communications capability, neighborhood networking, and remote origination.

2. The City of Los Angeles has already adopted a practice of non-exclusive agreements for the construction of cable systems within the city and for this it should be commended, but it should extend this practice to provide that no person, corporation, their subsidiary or partly-owned company shall be awarded more than one franchise for a designated service area within the City of Los Angeles.

This recommendation guards against a monopoly by one company over a major portion of the city and makes it possible for a company or non-profit corporation with limited financial resources to compete for a smaller district franchise. Protection is needed too for local merchants who find competition with national corporations, chain stores, and



business franchises increasingly restrictive and require low priced television advertising to reach their local customers. The unique and powerful character of cable communications is its capacity for localized selective communications. Domination of service by a large corporation, linked by satellite to other wholly-owned networks, is likely to create new networks of national import but not for localized, neighborhood communications.

3. The Council, with the advice of the special committee on broadband communications systems, should draw up a new ordinance prescribing the method of procedure for the granting of franchises for the installation and operation of broadband communications systems in the City of Los Angeles, and regulating both the broadcast functions of cable operations and non-broadcast services provided by such systems including: two-way interactive communications, facsimile reproduction, computer links, and the like. The provisions of this new ordinance shall conform to all present and proposed rulings of the Federal Communications Commission (as outlined in the Commission's Proposals for the Near-Term Regulation of Cable Television in Document No. 63303, dated August 5, 1971), all acts by Congress, and all acts and regulations imposed by the State of California. These provisions should be considered the minimum regulations needed in the City of Los Angeles to control the deliberate growth of cable systems for benefit of the city residents. The City Council, acting under its authority to protect and serve its constituency, should specify standards, capacities, and rates for local cable systems not designated by the State and Federal bodies referenced above. Specific provisions, for example, are urgently needed for the definition of new service areas, required no. of channel facilities, specific rates covering local programming, special events, plus non-broadcast services, cross and multiple ownership limitations within the city limits, and service obligations with particular reference to the use of the cable company's programming facilities. The present ordinance (No. 58,200) governing such matters was drawn in 1927. While still appropriate for other public services such as transportation and power, heat, and electricity, a new ordinance specifically regulating broadband cable communications systems should be drawn and submitted to a vote of qualified electors at a General Municipal Election.

Many of the cities now confronted with the exploding technology of broadband cable systems have adopted new ordinances which regulate cable development and provide for services beyond the more limited concept of transmitting television signals. Restrictions on Pay-TV, for example, are becoming out-dated with the advent of cable hook-ups for burglary and fire alarm systems, printed word transmission and response, remote shopping conveniences, and other non-entertainment services



requiring optional payment plans. The new FCC regulations for cable television require a two-way capacity for communications with the possibility that adult subscribers have lock control over all public access channels. These requirements, and others, may necessitate the installation of new technology and, in some instances, the laying of dual cable. An ordinance for cable television services must anticipate such requirements for systems already installed and for future construction.

The writing of a new ordinance to regulate broadband communication in the City of Los Angeles, takes an added significance because cable system ownership may well be engaged in the immediate future, in program origination. Owners and managers of local district systems should have strong ties with the local culture and community agencies and institutions they are to serve. The Council should, therefore, accord significant weight to the franchise applicant who has a demonstrated ability to relate to these local interests.

In devising a new ordinance, the Council will be also concerned with procedures for requesting and receiving time on public access channels, for provision of funds for supporting local origination, for guarantees of sufficient channel capacity to meet the increasing demand by community users, and for a host of other policies needed to govern high-technology systems and services made possible by the burgeoning broadband communications industry.

Because we seek maximum diversity and responsiveness of broadband communications systems to local interest and needs; because cable communications will be the major communications media of the future for both the poor and the affluent; because mass media must be responsive to people -- not vice-versa; because all communities and people should have some control over their lives and lifestyles; and because we want to make this city a place where all can live in hope and in peace, the Watts Communications Bureau offers these three basic recommendations.

The matter of future broadband communications service is relatively complex. We have not done justice to it here and we have reason to believe that many of the members of the City Council desire ample time to study the implications of this most pervasive and influential medium of communications for the City of Los Angeles. Hence, we again urge that a moratorium be placed on the granting of further franchises in this field of community service and that no extensions of service be granted for CATV systems now operational, until an intensive period of study has been achieved.