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**From:** ProQuest [mailto:noreply@il.proquest.com]  
**Sent:** Tuesday, September 26, 2006 8:44 PM  
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The following document has been sent by Marjorie at GEORGE MASON UNIVERSITY via ProQuest, an information service of the ProQuest Company. **Please do not reply directly to this email.**

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## Documents

- **CABLE CONCERNS HAIL F.C.C. RULES:TV Networks, Barred From Owning Systems, Are Silent**  
*By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Jun 27, 1970. p. 29 (1 pp.)*
- **F.C.C. RAISES FEES TO COVER SERVICES**  
*New York Times (1857-Current file). New York, N.Y.:Jul 3, 1970. p. 51 (1 pp.)*
- **Foes Ready for City Cable TV Hearing**  
*By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Jul 8, 1970. (1 pp.)*
- **Many See Gold Mine as Cable TV Matures:Dial-a-Sirloin and Home Video Phones May Be Part of \$250 Billion Industry CABLE**  
*Los Angeles Times (1886-Current File). Los Angeles, Calif.:Jul 12, 1970. p. g2 (2 pp.)*
- **Western Suburbs Slow in Approving Cable TV**  
*Chicago Tribune (1963-Current file). Chicago, Ill.:Jul 16, 1970. p. w7 (1 pp.)*

- **FCC Examiner Backs AT&T New York Unit On Cable-TV Leasing**  
**Wall Street Journal (1889-Current file)**. New York, N.Y.:Jul 28, 1970. p. 14 (1 pp.)
- **F.C.C. DISCOUNTS FEAR OF CABLE TV:A Study Says Broadcasting Can Afford the Rivalry**  
By CHRISTOPHER LYDON Special to *The New York Times*. **New York Times (1857-Current file)**. New York, N.Y.:Jul 27, 1970. p. 57 (1 pp.)
- **2 CATV OPERATORS GET 20-YEAR PACTS:City Acts Despite Ruling by F.C.C. Examiner That It Lacks Right to Franchise Two Cable TV Services Here Win 20-Year City Franchises**  
By FRED FERRETTI. **New York Times (1857-Current file)**. New York, N.Y.:Jul 29, 1970. p. 1 (2 pp.)
- **Cable TV Merger Cleared:TelePrompTer, H&B American Get FCC Okay**  
**The Washington Post, Times Herald (1959-1973)**. Washington, D.C.:Aug 6, 1970. (1 pp.)
- **Cable TV Plan Expanded**  
**Los Angeles Times (1886-Current File)**. Los Angeles, Calif.:Sep 3, 1970. p. ws1 (1 pp.)
- **Cable TV Contract Awards By City Upheld in Court**  
**New York Times (1857-Current file)**. New York, N.Y.:Sep 15, 1970. p. 94 (1 pp.)
- **Forty TV channels?:Winds of change**  
By William H. Stringer. **Christian Science Monitor (1908-Current file)**. Boston, Mass.:Sep 30, 1970. p. 12 (1 pp.)
- **Cox Broadcasting Unit, Young & Rubicam Set A Cable TV Venture:Firms Will Share Responsibility For Local Shows and Ads on Warner Robins, Ga., System**  
**Wall Street Journal (1889-Current file)**. New York, N.Y.:Nov 2, 1970. (1 pp.)
- **City Sued Over Cable TV Rights**  
**Chicago Tribune (1963-Current file)**. Chicago, Ill.:Dec 23, 1970. p. 19 (1 pp.)
- **Cable TV OKd**  
**Los Angeles Times (1886-Current File)**. Los Angeles, Calif.:Nov 29, 1970. p. cs4 (1 pp.)
- **CBS Ordered to Halt Cable TV Transfer**  
**Los Angeles Times (1886-Current File)**. Los Angeles, Calif.:Jan 1, 1971. p. g13 (1 pp.)
- **FCC Halts CBS Plan To Spin Off Viacom For Cable-TV Work>Last-Minute Order Is Response To Petition Charging Network Would Keep Forbidden Control**  
**Wall Street Journal (1889-Current file)**. New York, N.Y.:Jan 4, 1971. (1 pp.)
- **Cable TV Promises to Clear Up Picture, Add Some More**  
**Chicago Tribune (1963-Current file)**. Chicago, Ill.:Jan 27, 1971. p. a4 (1 pp.)
- **General Telephone To Sell Its Remaining 20 Cable TV Systems:Move Is in Line With FCC Order Restricting Service by Phone Companies in the Same Area**  
**Wall Street Journal (1889-Current file)**. New York, N.Y.:Jan 11, 1971. (1 pp.)
- **Daley Opposes State Voice in Cable TV**  
**Chicago Tribune (1963-Current file)**. Chicago, Ill.:Jan 30, 1971. p. n4 (1 pp.)
- **Cable-TV franchising sparks Chicago dispute**  
By Guy Halverson Staff correspondent of *The Christian Science Monitor*. **Christian Science Monitor (1908-**

Current file). Boston, Mass.:Feb 3, 1971. p. 5 (1 pp.)

- **Cable TV for middle-size cities?:Costs restrictive Advertising possible Impact still great Investment critical Microwave system?**  
*By Donald L. Maggin Special to The Christian Science Monitor. Christian Science Monitor (1908-Current file). Boston, Mass.:Feb 5, 1971. p. 7 (1 pp.)*
- **Cable TV: Clash for Cash:Poster**  
*By Nicholas von Hoffman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Mar 10, 1971. (2 pp.)*
- **Cable TV--Miracle or Monster?:Cable Television**  
*Patricia Krizmis. Chicago Tribune (1963-Current file). Chicago, Ill.:Mar 14, 1971. p. a1 (2 pp.)*
- **CABLE TV CONTROL**  
*DONALD POMEROY. Chicago Tribune (1963-Current file). Chicago, Ill.:Mar 14, 1971. p. a4 (1 pp.)*
- **Cable TV Sold to Teleprompter**  
*Los Angeles Times (1886-Current File). Los Angeles, Calif.:Mar 22, 1971. p. c12 (1 pp.)*
- **Community Cable TV**  
*Los Angeles Times (1886-Current File). Los Angeles, Calif.:Mar 25, 1971. p. oc\_a23 (1 pp.)*
- **CITY WILL SET UP CABLE TV AGENCY:Central Regulatory Unit Will Be in Franchise Bureau**  
*By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Mar 27, 1971. p. 57 (1 pp.)*
- **Profits of Cable TV Not Great, Says Analyst**  
*Chicago Tribune (1963-Current file). Chicago, Ill.:Apr 8, 1971. p. a5 (1 pp.)*
- **Jersey Assembly Votes a Halt To New Cable TV Franchises**  
*By RONALD SULLIVAN, Special to The New York Times. New York Times (1857-Current File). New York, N.Y.:Apr 30, 1971. (1 pp.)*
- **Advertising/Marketing:Cable TV Offers Unlimited Potential**  
*ALLAN JAKLICH. Chicago Tribune (1963-Current file). Chicago, Ill.:May 3, 1971. p. c10 (1 pp.)*
- **FCC Pondering Cable TV Rules, Says Burch**  
*Los Angeles Times (1886-Current File). Los Angeles, Calif.:May 14, 1971. p. g18 (1 pp.)*
- **FCC Suspends Rules Requiring Cable TV To Originate Programs:Review by Supreme Court Sought Following Judicial Decision That Agency Lacks Such Authority**  
*Wall Street Journal (1889-Current file). New York, N.Y.:May 28, 1971. (1 pp.)*
- **Cable TV Firm Gets Time to Begin Service**  
*Los Angeles Times (1886-Current File). Los Angeles, Calif.:May 23, 1971. p. cs8 (1 pp.)*
- **Cable TV Tax Urged In District**  
*By Joseph D. Whitaker, Washington Post Staff Writer. The Washington Post, Times Herald (1959-1973). Washington, D.C.:May 22, 1971. (1 pp.)*
- **VIACOM RECEIVES C.B.S.'S CABLE TV:Divestment by Broadcaster Ordered by F.C.C.**  
*New York Times (1857-Current file). New York, N.Y.:Jun 5, 1971. p. 40 (1 pp.)*

- **Head of Cable TV Unit Resigns**  
New York Times (1857-Current File). New York, N.Y.:Jun 10, 1971. (1 pp.)
- **FCC Offers New Cable TV Plan**  
Chicago Tribune (1963-Current file). Chicago, Ill.:Jun 16, 1971. p. b8 (1 pp.)
- **Nixon Names Panel to Fix Cable TV Policies**  
Los Angeles Times (1886-Current File). Los Angeles, Calif.:Jun 24, 1971. p. c15 (1 pp.)
- **NIXON NAMES PANEL ON CABLE TV POLICY**  
New York Times (1857-Current file). New York, N.Y.:Jun 24, 1971. p. 77 (1 pp.)
- **White House Joins Cable TV Controversy As Nixon Appoints Panel to Develop Policy**  
Wall Street Journal (1889-Current file). New York, N.Y.:Jun 24, 1971. (1 pp.)
- **ACLU Drafts Code to Govern Cable TV**  
Chicago Tribune (1963-Current file). Chicago, Ill.:Jul 3, 1971. p. b7 (1 pp.)
- **McClellan Asks Cable TV Rules**  
The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 8, 1971. (1 pp.)
- **Cable TV Conferees See Wide Gains but a Delay**  
By CHRISTOPHER LYDONSpecial to The New York Times. New York Times (1857-Current file). New York, N.Y.:Jul 12, 1971. p. 55 (1 pp.)
- **Cable TV and the Technological Revolution:CATV: Exciting Prospects**  
By Alan M. Kriegsman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 12, 1971. (2 pp.)
- **Time, Inc., Expansion Includes Cable TV, Travel Club, Magazines**  
By Heidi Schulman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 26, 1971. (1 pp.)
- **FCC Proposes New Cable TV Policies**  
Chicago Tribune (1963-Current file). Chicago, Ill.:Aug 6, 1971. p. a2 (1 pp.)
- **FCC Moves to Promote Cable TV for Big Cities:FCC Acts to Expand Cable TV**  
By Robert J. Samuelson, Washington Post Staff Writer. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Aug 6, 1971. (2 pp.)
- **Cable-TV firms' top 10: A third of U.S. market staked out:1. TelePrompTer 2. Cox Cable Communications 3. American Television & Communications 4. Tele-Communications Inc. 5. Cypress Communications 6. Viacom 7. Cablecom-General 8. Time-Life Broadcasting 9. Television Communications 10. National Transvideo**  
Christian Science Monitor (1908-Current file). Boston, Mass.:Aug 7, 1971. p. 5 (1 pp.)
- **FCC Clears Plan to Control Programming, Operational Aspects of Cable-TV Industry**  
A WALL STREET JOURNAL Staff Reporter. Wall Street Journal (1889-Current file). New York, N.Y.:Aug 6, 1971. p. 9 (1 pp.)

Citation style: ProQuest Standard

## Document 1 of 50

CABLE CONCERNS HAIL F.C.C. RULES:TV Networks, Barred From Owning Systems, Are Silent  
By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Jun 27, 1970. p. 29 (1 pp.)

Author(s): By FRED FERRETTI

Document types: article

Publication title: New York Times (1857-Current file). New York, N.Y.: Jun 27, 1970. pg. 29, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 355649952

Text Word Count 734

Document URL: [http://proquest.umi.com/pqdweb?  
did=355649952&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=355649952&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### Abstract (Document Summary)

The wide-ranging bloc of cable television regulations and proposals issued Wednesday by the Federal Communications Commission have prompted favorable responses from the cable TV industry and silence from commercial television sources.

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## Document 2 of 50

F.C.C. RAISES FEES TO COVER SERVICES

New York Times (1857-Current file). New York, N.Y.:Jul 3, 1970. p. 51 (1 pp.)

Document types: article

Publication title: New York Times (1857-Current file). New York, N.Y.: Jul 3, 1970. pg. 51, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 78154110

Text Word Count 147

Document URL: [http://proquest.umi.com/pqdweb?  
did=78154110&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=78154110&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### Abstract (Document Summary)

WASHINGTON, July 2 (AP) The Federal Communications Commission adopted today a new schedule of fees for its services. The new fees are designed to pay the commission's way in full for the first time. They include annual permit fees on both broadcasting and cable TV operations.

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## Document 3 of 50

### Foes Ready for City Cable TV Hearing

By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Jul 8, 1970. (1 pp.)

Author(s): By FRED FERRETTI

Document types: article

Publication title: New York Times (1857-Current file). New York, N.Y.: Jul 8, 1970. pg. 87, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 80492388

Text Word Count 916

Document URL: <http://proquest.umi.com/pqdweb?did=80492388&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

Opponents of New York City's plan to negotiate future cable television agreements by competitive bidding are preparing arguments for public hearings before the Board of Estimate on July 23.

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## Document 4 of 50

### Many See Gold Mine as Cable TV Matures:Dial-a-Sirloin and Home Video Phones May Be Part of \$250 Billion Industry CABLE

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Jul 12, 1970. p. g2 (2 pp.)

Document types: article

Dateline: *NEW YORK*

Section: *H*

Publication title: Los Angeles Times (1886-Current File). Los Angeles, Calif.: Jul 12, 1970. pg. G2, 2 pgs

Source type: Historical newspaper

ProQuest document ID: 601600852

Text Word Count 1929

Document URL: <http://proquest.umi.com/pqdweb?did=601600852&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

At the age of 21, cable television is making the transition from a county-lane adjunct to a main highway of communications. The decade promises a communications-information re-...

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## Document 5 of 50

Western Suburbs Slow in Approving Cable TV

Chicago Tribune (1963-Current file). Chicago, Ill.:Jul 16, 1970. p. w7 (1 pp.)

Document types: article  
Section: WEST  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Jul 16, 1970. pg. W7, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 642115722  
Text Word Count 646  
Document URL: [http://proquest.umi.com/pqdweb?  
did=642115722&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=642115722&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

A majority of the 25 western suburbs who have been asked to allow cable television in their communities, are reluctant to accept it.

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**Document 6 of 50**

FCC Examiner Backs AT&T New York Unit On Cable-TV Leasing

Wall Street Journal (1889-Current file). New York, N.Y.:Jul 28, 1970. p. 14 (1 pp.)

Document types: article  
Dateline: WASHINGTON  
Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Jul 28, 1970. pg. 14, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 117696018  
Text Word Count 273  
Document URL: [http://proquest.umi.com/pqdweb?  
did=117696018&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=117696018&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

WASHINGTON--A Federal Communications Commission hearing examiner recommended that New York Telephone Co. be allowed to lease its lines for the distribution of cable television in Manhattan and certain other areas near New York City.

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**Document 7 of 50**

F.C.C. DISCOUNTS FEAR OF CABLE TV:A Study Says Broadcasting Can Afford the Rivalry

By CHRISTOPHER LYDON Special to The New York Times. New York Times (1857-Current file). New York, N.Y.:Jul 27, 1970. p. 57 (1 pp.)

Author(s): By CHRISTOPHER LYDON Special to The New York Times  
Document types: article  
Publication title: New York Times (1857-Current file). New York, N.Y.: Jul 27, 1970. pg. 57, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 78159083  
Text Word Count 577  
Document URL: <http://proquest.umi.com/pqdweb?did=78159083&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

WASHINGTON, July 26 The Federal Communications Commission's first general forecast of cable television's growth suggests that the broadcasting industry's fear of destructive competition has been focused on the wrong areas and has been greatly exaggerated.

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#### **Document 8 of 50**

#### 2 CATV OPERATORS GET 20-YEAR PACTS:City Acts Despite Ruling by F.C.C. Examiner That It Lacks Right to Franchise Two Cable TV Services Here Win 20-Year City Franchises

By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Jul 29, 1970. p. 1 (2 pp.)

Author(s): By FRED FERRETTI  
Document types: front\_page  
Publication title: New York Times (1857-Current file). New York, N.Y.: Jul 29, 1970. pg. 1, 2 pgs  
Source type: Historical newspaper  
ProQuest document ID: 76778423  
Text Word Count 1677  
Document URL: <http://proquest.umi.com/pqdweb?did=76778423&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

The city awarded 20-year noncompetitive contracts yesterday to two Manhattan cable television operators and authorized the development of cable television on a competitive-bidding basis in the four other boroughs.

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#### **Document 9 of 50**

#### Cable TV Merger Cleared:TelePrompTer, H&B American Get FCC Okay

The Washington Post, Times Herald (1959-1973). Washington, D.C.:Aug 6, 1970. (1 pp.)



Document types: article  
Section: *BUSINESS & FINANCE*  
Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: Aug 6, 1970. pg. G1, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 145158502  
Text Word Count 241  
Document URL: <http://proquest.umi.com/pqdweb?did=145158502&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### Abstract (Document Summary)

The Federal Communications Commission yesterday cleared the way for the creation of a giant cable television company offering service to approximately 10 per cent of all the families who now have CATV service.

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#### Document 10 of 50

##### Cable TV Plan Expanded

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Sep 3, 1970. p. ws1 (1 pp.)

Document URL: <http://proquest.umi.com/pqdweb?did=602013612&Fmt=1&clientId=31810&RQT=309&VName=HNP>

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#### Document 11 of 50

##### Cable TV Contract Awards By City Upheld in Court

New York Times (1857-Current file). New York, N.Y.:Sep 15, 1970. p. 94 (1 pp.)

Document URL: <http://proquest.umi.com/pqdweb?did=78818208&Fmt=1&clientId=31810&RQT=309&VName=HNP>

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#### Document 12 of 50

##### Forty TV channels?:Winds of change

By William H. Stringer. Christian Science Monitor (1908-Current file). Boston, Mass.:Sep 30, 1970. p. 12 (1 pp.)

Author(s): By William H. Stringer

Document types: article

Publication title: Christian Science Monitor (1908-Current file). Boston, Mass.: Sep 30, 1970. pg. 12, 1 pgs

Source type: Historical newspaper  
ProQuest document ID: 262161242  
Text Word Count 653  
Document URL: [http://proquest.umi.com/pqdweb?  
did=262161242&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=262161242&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

Would you like a television set with 40 working channels? The mind boggles! But an Editorial Research Report says these are on the way, via Cable TV.

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**Document 13 of 50**

Cox Broadcasting Unit, Young & Rubicam Set A Cable TV Venture:Firms Will Share Responsibility For Local Shows and Ads on Warner Robins, Ga., System

Wall Street Journal (1889-Current file). New York, N.Y.:Nov 2, 1970. (1 pp.)

Document types: article  
Section: *I*  
Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Nov 2, 1970. pg. 10, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 71213174  
Text Word Count 231  
Document URL: [http://proquest.umi.com/pqdweb?  
did=71213174&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=71213174&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

NEW YORK Young, & Rubicam Inc., the large advertising agency, and Cox Cable Communications Inc., a subsidiary of Cox Broadcasting Corp., said they have undertaken a joint venture in local programming on Cox's cable television in Warner Robins, Ga. The companies said Cox Cable will provide television origination facilities, and both companies will share responsibility for local program development and advertising sales.

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**Document 14 of 50**

City Sued Over Cable TV Rights

Chicago Tribune (1963-Current file). Chicago, Ill.:Dec 23, 1970. p. 19 (1 pp.)

Document types: article  
Section: *I*  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Dec 23, 1970. pg. 19, 1 pgs

Source type: Historical newspaper  
ProQuest document ID: 636971602  
Text Word Count 404  
Document URL: [http://proquest.umi.com/pqdweb?  
did=636971602&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=636971602&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

A citizens' broadcasting group and a Unitarian minister filed suit yesterday against the city of Chicago and two aldermen to compel them to disclose financial information and records of corporations and individuals seeking a cable televi-...

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**Document 15 of 50**

Cable TV OKd

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Nov 29, 1970. p. cs4 (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=661376172&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=661376172&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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**Document 16 of 50**

CBS Ordered to Halt Cable TV Transfer

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Jan 1, 1971. p. g13 (1 pp.)

Document types: article  
Dateline: *WASHINGTON*  
Section: *PART III*  
Publication title: Los Angeles Times (1886-Current File). Los Angeles, Calif.: Jan 1, 1971. pg. G13, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 669487232  
Text Word Count 327  
Document URL: [http://proquest.umi.com/pqdweb?  
did=669487232&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=669487232&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

The Federal Communications Commission ordered Columbia Broadcasting System to halt action for transfer of community antenna television and syndication operations to Viacom Inc.

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**Document 17 of 50**

FCC Halts CBS Plan To Spin Off Viacom For Cable-TV Work:Last-Minute Order Is Response To Petition Charging Network Would Keep Forbidden Control

Wall Street Journal (1889-Current file). New York, N.Y.:Jan 4, 1971. (1 pp.)

Document types: article  
Section: I  
Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Jan 4, 1971. pg. 4, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 71859631  
Text Word Count 628  
Document URL: <http://proquest.umi.com/pqdweb?did=71859631&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

The Federal Communications Commission ordered Columbia Broadcasting System Inc. to halt all action on the proposed transfer of its cable-television and program syndication operations into a new concern, Viacom International Inc., whose stock would be distributed to CBS holders. The action came as CBS President Frank Stanton observed tartly "less than an hour before the spin-off was to have become effective."

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**Document 18 of 50**

Cable TV Promises to Clear Up Picture, Add Some More

Chicago Tribune (1963-Current file). Chicago, Ill.:Jan 27, 1971. p. a4 (1 pp.)

Document types: article  
Section: *Section 1A*  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Jan 27, 1971. pg. A4, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 596705912  
Text Word Count 379  
Document URL: <http://proquest.umi.com/pqdweb?did=596705912&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

Cable television, which soon will be established in Chicago, will provide improved reception for many and make a wide range of television programs available to all viewers.

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**Document 19 of 50**

General Telephone To Sell Its Remaining 20 Cable TV Systems:Move Is in Line With FCC Order Restricting Service by Phone Companies in the Same Area

Wall Street Journal (1889-Current file). New York, N.Y.:Jan 11, 1971. (1 pp.)

Document types: article  
Section: I  
Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Jan 11, 1971. pg. 3, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 72812296  
Text Word Count 380  
Document URL: <http://proquest.umi.com/pqdweb?did=72812296&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

NEW YORK General Telephone & Electronics Corp. said it is offering for sale all of its remaining cable antenna television systems. The company didn't set an asking price for the properties, but indicated they are valued at "several million dollars."

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**Document 20 of 50**

Daley Opposes State Voice in Cable TV

Chicago Tribune (1963-Current file). Chicago, Ill.:Jan 30, 1971. p. n4 (1 pp.)

Document types: article  
Section: N  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Jan 30, 1971. pg. N4, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 630485132  
Text Word Count 392  
Document URL: <http://proquest.umi.com/pqdweb?did=630485132&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

Mayor Daley asked the Illinois Commerce Commission yesterday to stay out of cable television in Chicago.

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**Document 21 of 50**

Cable-TV franchising sparks Chicago dispute

By Guy Halverson Staff correspondent of The Christian Science Monitor. Christian Science Monitor (1908-Current file). Boston, Mass.:Feb 3, 1971. p. 5 (1 pp.)

Author(s): By Guy Halverson Staff correspondent of The Christian Science Monitor

Document types: article  
Dateline: *Chicago*  
Publication title: Christian Science Monitor (1908-Current file). Boston, Mass.: Feb 3, 1971. pg. 5, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 262822632  
Text Word Count 458  
Document URL: <http://proquest.umi.com/pqdweb?did=262822632&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

For the nation's second largest city, cable TV has suddenly become the center of a heated dispute.

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#### **Document 22 of 50**

##### Cable TV for middle-size cities?:Costs restrictive Advertising possible Impact still great Investment critical Microwave system?

By Donald L. Maggin Special to The Christian Science Monitor. Christian Science Monitor (1908-Current file). Boston, Mass.:Feb 5, 1971. p. 7 (1 pp.)

Author(s): By Donald L. Maggin Special to The Christian Science Monitor  
Document types: article  
Dateline: *New York*  
Section: *Business*  
Publication title: Christian Science Monitor (1908-Current file). Boston, Mass.: Feb 5, 1971. pg. 7, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 262823942  
Text Word Count 1086  
Document URL: <http://proquest.umi.com/pqdweb?did=262823942&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

Cable television (CATV) will likely have its best growth in small-to-medium cities, rather than the smaller communities and biggest cities.

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#### **Document 23 of 50**

##### Cable TV: Clash for Cash:Poster

By Nicholas von Hoffman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Mar 10, 1971. (2 pp.)

Author(s): By Nicholas von Hoffman

Document types: article

Section: *STYLE People/The Arts/Comics*

Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: Mar 10, 1971. pg. B1, 2 pgs

Source type: Historical newspaper

ProQuest document ID: 143823102

Text Word Count 1323

Document URL: <http://proquest.umi.com/pqdweb?did=143823102&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

Irving B. Kahn, the president of the TelePrompTer Corporation, was recently indicted by a special federal grand jury on charges of bribery in connection with the granting of a cable television franchise in Johnstown, Pa. Innocent or not, it's doubtful that even bribery can get the government off its duff and get America wired for cable or community television or CATV as it's variously known.

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#### **Document 24 of 50**

#### Cable TV--Miracle or Monster?:Cable Television

Patricia Krizmis. Chicago Tribune (1963-Current file). Chicago, Ill.:Mar 14, 1971. p. a1 (2 pp.)

Author(s): Patricia Krizmis

Document types: article

Section: *IA*

Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Mar 14, 1971. pg. A1, 2 pgs

Source type: Historical newspaper

ProQuest document ID: 629152392

Text Word Count 2941

Document URL: <http://proquest.umi.com/pqdweb?did=629152392&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

Turn on your television set. It didn't cost you anything but a flick of the wrist. Next year, you may pay to see that program.

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#### **Document 25 of 50**

## CABLE TV CONTROL

DONALD POMEROY. Chicago Tribune (1963-Current file). Chicago, Ill.:Mar 14, 1971. p. a4 (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=629152222&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=629152222&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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### **Document 26 of 50**

## Cable TV Sold to Teleprompter

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Mar 22, 1971. p. c12 (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=644449962&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=644449962&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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### **Document 27 of 50**

## Community Cable TV

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Mar 25, 1971. p. oc\_a23 (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=644466562&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=644466562&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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### **Document 28 of 50**

## CITY WILL SET UP CABLE TV AGENCY:Central Regulatory Unit Will Be in Franchise Bureau

By FRED FERRETTI. New York Times (1857-Current file). New York, N.Y.:Mar 27, 1971. p. 57 (1 pp.)

Author(s): By FRED FERRETTI

Document types: article

Publication title: New York Times (1857-Current file). New York, N.Y.: Mar 27, 1971. pg. 57, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 81878911

Text Word Count 545

Document URL: [http://proquest.umi.com/pqdweb?  
did=81878911&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=81878911&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### **Abstract (Document Summary)**

New York City will soon have a central authority to regulate the burgeoning CATV industry within the city. This was assured late Thursday when the Board of Estimate passed unanimously a resolution authorizing establishment of an Office of Telecommunications within the Bureau of Franchises.



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## Document 29 of 50

### Profits of Cable TV Not Great, Says Analyst

Chicago Tribune (1963-Current file). Chicago, Ill.:Apr 8, 1971. p. a5 (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=598948292&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=598948292&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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## Document 30 of 50

### Jersey Assembly Votes a Halt To New Cable TV Franchises

By RONALD SULLIVAN, Special to The New York Times. New York Times (1857-Current File). New York, N.Y.:Apr 30, 1971. (1 pp.)

Author(s): By RONALD SULLIVAN, Special to The New York Times

Document types: article

Dateline: *TRENTON, April 29*

Publication title: New York Times (1857-Current File). New York, N.Y.: Apr 30, 1971. pg. 79, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 91282199

Text Word Count 419

Document URL: [http://proquest.umi.com/pqdweb?  
did=91282199&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=91282199&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### **Abstract** (Document Summary)

TRENTON, April 29 -- Reacting to charges of illegal shakedowns and other widespread irregularities in the rapidly expanding cable television industry, the New Jersey Assembly tonight unanimously approved a one-year moratorium on local cable television franchise awards.

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## Document 31 of 50

### Advertising/Marketing:Cable TV Offers Unlimited Potential

ALLAN JAKLICH. Chicago Tribune (1963-Current file). Chicago, Ill.:May 3, 1971. p. c10 (1 pp.)

Author(s): ALLAN JAKLICH

Document types: article

Section: *SECTION 3*

Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: May 3, 1971. pg. C10, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 596993372

Text Word Count 677

Document URL: [http://proquest.umi.com/pqdweb?  
did=596993372&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=596993372&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### Abstract (Document Summary)

New Yorkers, before CATV was offered, had 11 free, broadcast television channels to choose from. [The Federal Communications Commis-...

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### Document 32 of 50

#### FCC Pondering Cable TV Rules, Says Burch

Los Angeles Times (1886-Current File). Los Angeles, Calif.:May 14, 1971. p. g18 (1 pp.)

Document types: article

Dateline: WASHINGTON

Section: PART IV

Publication title: Los Angeles Times (1886-Current File). Los Angeles, Calif.: May 14, 1971. pg. G18, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 698886612

Text Word Count 283

Document URL: [http://proquest.umi.com/pqdweb?  
did=698886612&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=698886612&Fmt=2&clientId=31810&RQT=309&VName=HNP)

### Abstract (Document Summary)

The chairman of the Federal Communications Commission says deliberations on new rules governing cable television have started and he hopes the FCC will have a draft ready by the...

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### Document 33 of 50

#### FCC Suspends Rules Requiring Cable TV To Originate Programs:Review by Supreme Court Sought Following Judicial Decision That Agency Lacks Such Authority

Wall Street Journal (1889-Current file). New York, N.Y.:May 28, 1971. (1 pp.)

Document types: article

Section: I

Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: May 28, 1971. pg. 6, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 71246911

Text Word Count 289

Document URL: <http://proquest.umi.com/pqdweb?did=71246911&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

WASHINGTON The Federal Communications Commission suspended, pending further judicial review, FCC regulations requiring cable television systems to originate at least Part of their own programming.

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**Document 34 of 50**

Cable TV Firm Gets Time to Begin Service

Los Angeles Times (1886-Current File). Los Angeles, Calif.:May 23, 1971. p. cs8 (1 pp.)

Document types: article

Dateline: *INGLEWOOD*

Section: *Centinela-South Bay*

Publication title: Los Angeles Times (1886-Current File). Los Angeles, Calif.: May 23, 1971. pg. CS8, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 642950442

Text Word Count 176

Document URL: <http://proquest.umi.com/pqdweb?did=642950442&Fmt=2&clientId=31810&RQT=309&VName=HNP>

**Abstract** (Document Summary)

Cablecom General received areprieve in its threatened revoation of an exclusive franchise to provide cable television service to the city.

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**Document 35 of 50**

Cable TV Tax Urged In District

By Joseph D. Whitaker, Washington Post Staff Writer. The Washington Post, Times Herald (1959-1973). Washington, D.C.:May 22, 1971. (1 pp.)

Author(s): By Joseph D. Whitaker, Washington Post Staff Writer

Document types: article

Section: *CITY LIFE Weather/Obituaries/Religion*

Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: May 22, 1971. pg. B2, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 143939322

Text Word Count 289

Document URL: [http://proquest.umi.com/pqdweb?  
did=143939322&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=143939322&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

A tax on closed circuit television programming was recommended to Del. Walter E. Fauntroy last night as a prime source of raising revenue to finance home rule in the District of Columbia.

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**Document 36 of 50**

VIACOM RECEIVES C.B.S.'S CABLE TV:Divestment by Broadcaster Ordered by F.C.C.

New York Times (1857-Current file). New York, N.Y.:Jun 5, 1971. p. 40 (1 pp.)

Document types: article

Section: *business/finance*

Publication title: New York Times (1857-Current file). New York, N.Y.: Jun 5, 1971. pg. 40, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 79706073

Text Word Count 474

Document URL: [http://proquest.umi.com/pqdweb?  
did=79706073&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=79706073&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

The Columbia Broadcasting System, Inc., formally divested itself yesterday of its cable television and TV syndication operations by transferring them to Viacom, Inc., and mailing 3,791,000 shares of Viacom stock to C.B.S. shareholders of record last Dec. 17.

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**Document 37 of 50**

Head of Cable TV Unit Resigns

New York Times (1857-Current File). New York, N.Y.:Jun 10, 1971. (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=91287921&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=91287921&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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**Document 38 of 50**

FCC Offers New Cable TV Plan

Chicago Tribune (1963-Current file). Chicago, Ill.:Jun 16, 1971. p. b8 (1 pp.)

Document types: article  
Dateline: *WASHINGTON, June 15*  
Section: *Section 2*  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Jun 16, 1971. pg. B8, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 597209032  
Text Word Count 515  
Document URL: [http://proquest.umi.com/pqdweb?  
did=597209032&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=597209032&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

Dean Burch, the chairman of the Federal Communications Commission, proposed today to stimulate a gradual expansion, of cable television by letting cable systems offer at least two out-of-town TV channels to their local subscribers.

---

**Document 39 of 50**

Nixon Names Panel to Fix Cable TV Policies

Los Angeles Times (1886-Current File). Los Angeles, Calif.:Jun 24, 1971. p. c15 (1 pp.)

Document types: article  
Dateline: *WASHINGTON*  
Section: *PART III*  
Publication title: Los Angeles Times (1886-Current File). Los Angeles, Calif.: Jun 24, 1971. pg. C15, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 699111322  
Text Word Count 246  
Document URL: [http://proquest.umi.com/pqdweb?  
did=699111322&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=699111322&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

President Nixon named a White House committee Wednesday to chart policy for the cable television industry.

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**Document 40 of 50**

NIXON NAMES PANEL ON CABLE TV POLICY

New York Times (1857-Current file). New York, N.Y.:Jun 24, 1971. p. 77 (1 pp.)

Document types: article  
Section: *BUSINESS/FINANCE*  
Publication title: New York Times (1857-Current file). New York, N.Y.: Jun 24, 1971. pg. 77, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 81952234  
Text Word Count 172  
Document URL: [http://proquest.umi.com/pqdweb?  
did=81952234&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=81952234&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

WASHINGTON, June 23 (AP) -- President Nixon named a White House committee today to chart policy for the cable television industry.

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**Document 41 of 50**

White House Joins Cable TV Controversy As Nixon Appoints Panel to Develop Policy  
Wall Street Journal (1889-Current file). New York, N.Y.: Jun 24, 1971. (1 pp.)

Document types: article  
Section: *I*  
Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Jun 24, 1971. pg. 14, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 72866243  
Text Word Count 397  
Document URL: [http://proquest.umi.com/pqdweb?  
did=72866243&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=72866243&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

WASHINGTON The White House stepped into the growing controversy over the future of cable television.

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**Document 42 of 50**

ACLU Drafts Code to Govern Cable TV  
Chicago Tribune (1963-Current file). Chicago, Ill.: Jul 3, 1971. p. b7 (1 pp.)

Document types: article  
Section: *Section 1B*  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Jul 3, 1971. pg. B7, 1 pgs  
Source type: Historical newspaper

ProQuest document ID: 597273112

Text Word Count 195

Document URL: [http://proquest.umi.com/pqdweb?  
did=597273112&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=597273112&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

A proposed model code governing cable television was submitted to the Illinois Commerce Commission yesterday by the Illinois Division of the American Civil Liberties Union.

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**Document 43 of 50**

McClellan Asks Cable TV Rules

The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 8, 1971. (1 pp.)

Document URL: [http://proquest.umi.com/pqdweb?  
did=144701282&Fmt=1&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=144701282&Fmt=1&clientId=31810&RQT=309&VName=HNP)

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**Document 44 of 50**

Cable TV Conferees See Wide Gains but a Delay

By CHRISTOPHER LYDONSpecial to The New York Times. New York Times (1857-Current file). New York, N.Y.:Jul 12, 1971. p. 55 (1 pp.)

Author(s): By CHRISTOPHER LYDONSpecial to The New York Times

Document types: article

Dateline: *WASHINGTON, July 11*

Publication title: New York Times (1857-Current file). New York, N.Y.: Jul 12, 1971. pg. 55, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 79143195

Text Word Count 628

Document URL: [http://proquest.umi.com/pqdweb?  
did=79143195&Fmt=2&clientId=31810&RQT=309&VName=HNP](http://proquest.umi.com/pqdweb?did=79143195&Fmt=2&clientId=31810&RQT=309&VName=HNP)

**Abstract** (Document Summary)

WASHINGTON, July 11 -- The future of cable television has ducked behind a new set of clouds.

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**Document 45 of 50**

Cable TV and the Technological Revolution:CATV: Exciting Prospects

By Alan M. Kriegsman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 12, 1971. (2 pp.)

Author(s): By Alan M. Kriegsman

Document types: article

Section: *STYLE People/The Arts/Comics*

Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: Jul 12, 1971. pg. B1, 2 pgs

Source type: Historical newspaper

ProQuest document ID: 144727322

Text Word Count 1192

Document URL: <http://proquest.umi.com/pqdweb?did=144727322&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### Abstract (Document Summary)

Today the Tube, tomorrow the Cabe? It appears very likely that the next technological revolution to overwhelm and transform life as we know it-for good or ill, who can tell?-will be cable television.

---

#### Document 46 of 50

#### Time, Inc., Expansion Includes Cable TV, Travel Club, Magazines

By Heidi Schulman. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Jul 26, 1971. (1 pp.)

Author(s): By Heidi Schulman

Document types: article

Section: *SPORTS Racing/Business/Finance*

Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: Jul 26, 1971. pg. D10, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 144814602

Text Word Count 358

Document URL: <http://proquest.umi.com/pqdweb?did=144814602&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### Abstract (Document Summary)

NEW YORK--Time Inc., working in a climate not currently sympathetic to the pressures of magazine publishing, seems to be focusing some efforts on other, more potentially profitable areas, while waiting for magazine revenues to pick up.

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#### Document 47 of 50



### FCC Proposes New Cable TV Policies

Chicago Tribune (1963-Current file). Chicago, Ill.:Aug 6, 1971. p. a2 (1 pp.)

Document types: article  
Dateline: *WASHINGTON, Aug. 5*  
Section: *Section 1A*  
Publication title: Chicago Tribune (1963-Current file). Chicago, Ill.: Aug 6, 1971. pg. A2, 1 pgs  
Source type: Historical newspaper  
ProQuest document ID: 644380522  
Text Word Count 209  
Document URL: <http://proquest.umi.com/pqdweb?did=644380522&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

A long-awaited policy designed to expand and encourage cable television without unduly hurting conventional broadcasting was announced today by the Federal Communication Commission.

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#### **Document 48 of 50**

### FCC Moves to Promote Cable TV for Big Cities:FCC Acts to Expand Cable TV

By Robert J. Samuelson, Washington Post Staff Writer. The Washington Post, Times Herald (1959-1973). Washington, D.C.:Aug 6, 1971. (2 pp.)

Author(s): By Robert J. Samuelson, Washington Post Staff Writer  
Document types: front\_page  
Section: *General*  
Publication title: The Washington Post, Times Herald (1959-1973). Washington, D.C.: Aug 6, 1971. pg. A1, 2 pgs  
Source type: Historical newspaper  
ProQuest document ID: 144873112  
Text Word Count 735  
Document URL: <http://proquest.umi.com/pqdweb?did=144873112&Fmt=2&clientId=31810&RQT=309&VName=HNP>

#### **Abstract** (Document Summary)

The Federal Communications Commission yesterday outlined detailed regulations designed to promote expansion of cable television-now largely restricted to rural towns-into the nation's major urban and suburban areas.

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## Document 49 of 50

Cable-TV firms' top 10: A third of U.S. market staked out:1. TelePrompTer 2. Cox Cable Communications 3. American Television & Communications 4. Tele-Communications Inc. 5. Cypress Communications 6. Viacom 7. Cablecom-General 8. Time-Life Broadcasting 9. Television Communications 10. National Transvideo

Christian Science Monitor (1908-Current file). Boston, Mass.:Aug 7, 1971. p. 5 (1 pp.)

Document types: article

Publication title: Christian Science Monitor (1908-Current file). Boston, Mass.: Aug 7, 1971. pg. 5, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 262861222

Text Word Count 2275

Document URL: <http://proquest.umi.com/pqdweb?did=262861222&Fmt=2&clientId=31810&RQT=309&VName=HNP>

### Abstract (Document Summary)

Control of the U S cable-television industry is concentrated in the hands of a few. The top 10 cable companies, whose holdings are detailed in the following table, command one-third of the U.S. market. The top 25 cable companies control nearly 52 percent of the market, in contrast with the second 25, which together serve only 13 percent of all U.S. cable subscribers.

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## Document 50 of 50

FCC Clears Plan to Control Programming, Operational Aspects of Cable-TV Industry

A WALL STREET JOURNAL Staff Reporter. Wall Street Journal (1889-Current file). New York, N.Y.:Aug 6, 1971. p. 9 (1 pp.)

Author(s): A WALL STREET JOURNAL Staff Reporter

Document types: article

Dateline: WASHINGTON

Publication title: Wall Street Journal (1889-Current file). New York, N.Y.: Aug 6, 1971. pg. 9, 1 pgs

Source type: Historical newspaper

ProQuest document ID: 385099681

Text Word Count 799

Document URL: <http://proquest.umi.com/pqdweb?did=385099681&Fmt=2&clientId=31810&RQT=309&VName=HNP>

### Abstract (Document Summary)

WASHINGTON--The Federal Communications Commission approved a plan of action-- but no final rules-- for regulating programming and other aspects of the cable television industry.

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<http://www.proquest.com/division/cs-support.shtml>

## CABLE CONCERNS HAIL F.C.C. RULES

TV Networks, Barred From  
Owning Systems, Are Silent

By FRED FERRETTI

The wide-ranging bloc of cable television regulations and proposals issued Wednesday by the Federal Communications Commission have prompted favorable responses from the cable TV industry and silence from commercial television sources.

The proposals generally liberalize restrictions on cable TV operators and are designed, according to the F.C.C., to foster diversity in programming and competition on all levels of commercial broadcasting.

The most notable rulings were that the three major television networks—the American Broadcasting Company, the National Broadcasting Company and the Columbia Broadcasting System—are barred from owning cable TV systems and that broadcasters are forbidden to own cable systems in their local broadcasting areas.

In addition, the commission said it was proposing that cable operators be permitted to import signals from distant viewing areas, that further restrictions be placed on ownership of cable TV systems, that communities be given access to cable channels and that Pay-TV be authorized under certain circumstances.

### 2-Way Service in Sight

The F.C.C. also said that it intended to set technical standards for the industry in terms of the quality of service received by subscribers and added that in the future it "intends that new systems be designed to accommodate two-way communications for those subscribers who want it." It warned cable operators "to avoid the economic burden of installing inadequate systems that would soon need to be expanded at extra cost."

The commission said that its feeling now was to permit local governments to regulate local systems in legal, technical and financial matters and rates and quality of service. The Federal role, it said, could extend to licensing and regulation of the industry as a whole. On these, as well as all the other proposals, the commission invited comments. Even its regulations could be reconsidered at some future time.

Cable TV's unique ability to receive television signals in a variety of ways and transmit them to subscribers make it adaptable to virtually any use a municipality might want to make of it. In addition, its use of underground cables insures interference-free transmission. It can be at once an aid to commercial television and a competitor.

### No Network Comments

Neither C.B.S. nor N.B.C. would comment on the rulings barring their ownership of cable systems. C.B.S. operates a number of West Coast systems serving more than 100,000 subscribers. N.B.C. has five cable systems serving about 20,000 subscribers in Kingston, N. Y.; Seattle and Los Angeles. A.B.C. does not operate any cable TV systems.

The cable TV industry's lobbying organization, the National Cable Television Association, saw the cable proposals as expanding the viewing of the country's television watchers.

Donald Taverner, president of the association, said, "Cable television appears finally to be on its way to the majority of American homes." James T. Ragan, president of Athena Communications Corporation, a Gulf & Western Industries subsidiary, said the F.C.C. policies "should be an important stimulus to important growth by the CATV concerns." William Brennan, executive vice president of the H. & B. America Corporation, said that the commission "historically just restricted us." "Now," he continued, "they're allowing us to grow and take a place." Similar comments were made by the owners of cable systems throughout the country.

### Toward a Wider Variety

New York City's two large cable system operators, Teleprompter and Manhattan Cable Television, were just as enthusiastic. Irving Kahn, president of Teleprompter, said the proposals "will enable viewers in many currently under-served television markets to enjoy a far wider variety of entertainment and information." Charles Dolan, president of Manhattan Cable, said the F.C.C. proposals were "a total effort intended to solve all or most of the problems delaying cable TV." "In the proposals," he went on, "we see a thoughtful design which attempts to serve the public by letting cable expand in the urban centers."

Both Mr. Kahn and Mr. Dolan, whose companies divide the island of Manhattan and serve 40,000 subscribers, say that the permission to bring in distant signals could expand their services greatly. Teleprompter, in addition to its Manhattan operations, has cable franchises in Islip, L. I., and in Mount Vernon, N. Y. Manhattan Cable (Sterling Information Services) has exclusive franchise rights to Nassau County, in three communities in Suffolk, several in Westchester and Rockland counties, and in New Jersey. These are not being serviced now because "of the good reception," said Mr. Dolan, but "importing of programs from other cities could bring expansion."

F.C.C. RAISES FEES TO COVER SERVICES  
*New York Times (1857-Current file); Jul 3, 1970; ProQuest Historical Newspapers The New York Times (1851 - 2003)*  
pg. 51

## **F.C.C. RAISES FEES TO COVER SERVICES**

WASHINGTON, July 2 (AP) — The Federal Communications Commission adopted today a new schedule of fees for its services. The new fees are designed to pay the commission's way in full for the first time. They include annual permit fees on both broadcasting and cable TV operations.

The F.C.C. said the charges, which take effect Aug. 1, would have generated revenues totaling about \$25.5-million if they were in effect throughout the new fiscal year, beginning yesterday — just about the size of its budget. In the past, the commission said, fees brought in revenues equivalent to only about 25 per cent of the commission's budget.

The 16 pages of new fees include sharp increases in the charges for broadcast-construction permits, a license-transfer fee on a percentage of purchase-price basis and an annual license fee based on the station's rate card.

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## Foes Ready for City Cable TV Hearing

By FRED FERRETTI

New York Times (1857-Current file); Jul 8, 1970; ProQuest Historical Newspapers The New York Times (1851 - 20 pg. 87

# Foes Ready for City Cable TV Hearing

By FRED FERRETTI

Opponents of New York City's plan to negotiate future cable television agreements by competitive bidding are preparing arguments for public hearings before the Board of Estimate on July 23.

The major opponents of the policy—the city intends to award 20-year contracts to two current Manhattan franchises and to invite bidding in the other boroughs—are the New York Civil Liberties Union, the American Civil Liberties Union, the Citizens Union, the City Club of New York and the Center for Policy Research.

The opposition has formed at a time when the Federal Communications Commission has laid down far-reaching proposals that would tend to make cable TV competitive with local and network broadcasters. Also, Governor Rockefeller last week urged the Public Service Commission to undertake a comprehensive investigation of the entire cable TV and broad-band communications spectrum.

### Similar to Other Contracts

The city is proposing a formal policy that could be usurped by state or Federal regulation. The city's philosophy is embodied in the contracts it has negotiated with its two Manhattan cable operators, Teleprompter Corporation and Manhattan Cable Television. The Bureau of Franchises has said it intends that the negotiated contracts serve as the basis for future contracts, competitively bid upon.

The city has proposed:

¶That cable operators construct broad-band communications to provide a variety of informational and marketing services in addition to their transmission of commercial television fare.

¶That companies be required to expand their 12-channel service to 17 channels by 1971 and to 24 channels within three years, the five new channels to include two for city use, and two as "public" channels available to the community.

¶That the companies sub-

divide into 10 districts, each with the capability of receiving community or neighborhood programs.

¶That the companies pay the city 5 per cent of their gross from cable TV service. No allowance is made for pay TV unless permission is granted by the F.C.C. and then the city can collect up to 25 per cent of gross receipts.

The opposition is being led by Sidney W. Dean Jr., chairman of the Communications Committee of the City Club of New York, and Amitai Etzioni, director of the Center for Policy Research and chairman of Columbia University's Department of Sociology. The Center for Policy Research is a non-profit organization that endeavors to provide the intellectual environment and research necessary for public bodies to deal with public issues.

### Change in Situation Seen

Dr. Etzioni calls the city's proposals "ambiguous at best." He said that recent F.C.C. proposals that would permit cable operators to import distant signals into areas they serve "drastically alters the New York situation."

"We're setting up a system making it profitable to cater to the lowest common denominator," he said in an interview. "We're creating a public communications system in which the public has to come hat in hand to request time on it."

The city has said that all segments of the community will have the right to appear on the public channels on a first come, first served basis, he went on, but "the city also gives the cable company the right to set rates. Therefore it's not first come, first served, but rather who comes with the most money."

This criticism of public access to channels was echoed by Mr. Dean, who called the idea of the city contract being used as a basis for future contracts "absurd."

"In effect, what the city is saying is that the terms and conditions of a contract secretly negotiated with Teleprompt-

er and Manhattan Cable shall pertain for future competitive bidding. How can something like this be done?"

The original contracts, which gave part of Manhattan to each company, were awarded in the final days of the Robert F. Wagner administration in 1965.

Dr. Etzioni quoted the agreement to the effect that franchisees were required to maintain "the latest state of the art." He said that the current 12 channels were not "the latest, nor will 17 channels be; already we have 40-channel receivers."

Further, he said, "there is no obligation to provide two-way transmission to subscribers. This is not the latest state of the art, either." He said the contracts "become a formality without a facility."

Dr. Etzioni favors setting up a public authority that would run all the cable TV within the city limits; set rates and allocate channels. Mr. Dean favors city ownership of all cable facilities with all channels leased out. He, too, favors some sort of a public authority.

### Regulation Is Sought

Mr. Dean favors treating cable TV and the whole range of broad and communications as a utility on a common-carrier basis, with regulation by the state or by the Federal Communications Commission. This sentiment is also backed by Earl Moore, a lawyer specializing in broadcasting legislation who is vice chairman of the Citizens Union.

Dr. Etzioni points to a clause in the contract that states that if the public channels were not used they could be used by the cable operator for profit. He asked rhetorically, "If the profit-making channels are not being used, can they be taken over by the public?"

All of the opponents, when the city's policy was announced three weeks ago, had asked for delays of 60 days to 6 months. They are expected to repeat these pleas at the hearings. The cable franchisees will also be heard on that date. Teleprompter and Manhattan Cable have said they favor the city's plans.

# Many See Gold Mine as Cable TV Matures

## Dial-a-Sirloin and Home Video Phones May Be Part of \$250 Billion Industry

NEW YORK (UPI)—At the age of 21, cable television is making the transition from a country-lane adjunct to a main highway of communications. The decade promises a communications-information revolution.

In addition to seeing the opportunity for unparalleled service in the coming of the cable, many are eyeing a growing pot of gold. One television observer says: "It appears that the proverbial gold mine in the sky has now gone underground, via cable."

Business Week, noting that the average subscriber pays \$60 a year, that operating expenses rarely exceed half of that, concluded: "Depending on amortization policy, the company has potential for pretax profit of \$30 per subscriber—which is good business indeed."

Quoting an investment firm report that a typical company might reasonably expect a pretax margin of 30 to 35%, Ralph Lee Smith, writing in *The Nations*, says: "The prospects are, to put it mildly, intoxicating."

### 'Fourth Dimension'

Standing before the 19th Annual National Cable Television Assn. (NCTA) convention on June 8, its president, Donald V. Taverner, said that "We are ready to become the fourth dimension in communications." The other three: the printed word, radio, and over-the-air television.

Not long before that, in an article Dean Burch, chairman of the Federal Communications Commission, said: "When something has arrived, it's arrived. If it's ready, people should have it."

In the present governmental climate, the people are going to get it. The FCC in a wide-ranging report June 25 proposed that cable systems be allowed to import signals from other viewing areas into any of the 100 top markets—

which comprise 90% of the country's population.

With the blessing of President Nixon, the Sloan Foundation on June 10 granted \$500,000 to create a commission on cable communications to find how they can be used in cities for health, welfare, employment, community development, to make sure cable TV does not suffer a technological "freeze," to—as Mr. Nixon said—"illuminate the tremendous potentialities . . ."

Addressing the NCTA convention, Burch said technical standards must "assure the possibility of interconnection of systems through microwave or satellite communications." This would be the long foreseen "wired country" with home communications centers using the multiple-channel services of television cable.

Armchair shopping, dial-a-sirloin, soapbox channels for politicians and community activists, video telephones, burglar and fire alarm channels, advertising on almost a block-by-block basis, meter reading, newspapers and billing—even mail—by facsimile in the living room, medical diagnosis, terminals hooked to computers. These and much more are promised. You probably pay extra for each one.

Irving B. Kahn, the enthusiastic and enterprising head of Teleprompter Corp., which will soon have systems in 27 states from Honolulu, to Horseheads, N.Y. (and Manhattan), believes that within five years 50% of the 60 million American television homes will be on cable.

Kahn hopes to file for his own domestic satellite—Teleprompter is 17% owned by Hughes Aircraft—this summer and says he could have it aloft by 1972 and let the rest of the industry hook on. Hughes is working a device to let cable TV antennas pick up satellite signals as well as

regular commercial on-air signals.

More conservative cable operators estimate that in five years 50% of the homes will be wired. And they think it will be at least five years before any of them gets a satellite.

The FCC's recent proposal-regulation bloc ruled that the three major networks could not own cable TV systems, nor could broadcasting stations own them in their local areas. And it contained one statement that brought the wave of the future to the foreseeable present.

It said that in the future it intends that new systems be designed to accommodate two-way, answer-back communications "for those subscribers who want it." This will let the housewife talk back to the bank, eventually, when it bills her by cable. Teleprompter is testing answer-back service in three areas and Kahn says: "I hope to invite the general press to see a working demonstration before the year is out."

Kahn also is working with a large Eastern hospital in testing the possibility of wiring homes with the capability of diagnosing illnesses.

### Large Capacity

The country bumpkin that was born in small towns and rural areas in mountain valleys and plains two decades ago was called CATV — for Community Antenna Television. It used a big mast-er antenna to pickup television signals that the home owner could not get on the air because of natural obstructions or distance. It amplified and delivered those signals to the homes of subscribers in its remote community using coaxial cable. Until recently it was little known to big cities.

A coaxial cable can carry 1,000 times the capacity of a phone wire—like comparing "Niagara to a garden hose." in the words of FCC Commissioner Nicholas Johnson—and has at least four times the capacity of standard television transmission. This broad-band, wide range of frequencies, provides numerous channels; the New York systems have 12 now and will be providing 24 or more in four years.

Experts believe the cable could be made to carry as high as 80 channels.

Some systems have a capability of 40 to 50 now.

CATV, just barging into the big cities, is growing at a rate of 20 to 25% a year. There are more than 2,500 systems now serving more than 4.5 million subscribers. Systems have been sold at a pricing rate of \$200 to as high as \$700 per home served and Wall Street now places a \$400-\$500 value to each home set.

When the subscriber number soon reaches 5 million, using the \$500 estimate of value, it will be a \$2.5 billion industry. And at the average \$60 subscription rate it will generate revenue of \$300 million a year. But the revenue will grow with new services.

"Cable television," *Business Week* says flatly, "is coming down from the mountains and into big cities; and as it comes it is changing the entire face of American communications. It will give new dimension to person-to-person communications, commercial messages, and myriads of services."

### Variety of Shows

Fortune says: "The possibilities of cable are breathtaking."

The multiple-channel capacity opens up the screen not only to Leopold Stokowski directing a symphony (Dolan had them on last season), Gaelic football for an Irish ethnic section (Kahn takes the games Saturday nights and casts them Sundays), the local mayor, the Little League games—but to almost any group with something to say.

Calling the new FCC 100-top-markets proposal a "breakthrough in your industry," Dean Burch told the convention: "The heart of this idea is that distant signals would be permitted, but with commercials stripped out and replaced with (local) UHF station commercials."

"The CATV operating in these major markets, in addition to the copyright payment specified by Congress, would pay 5% of its subscriber fees to public broadcasting."

The FCC, in a move to foster added diversity of choice to televiewing and have CATV "act as an outlet for local expression," has ruled that by next April 1 all CATV stations with 3,500 or more subscribers must originate

**Please Turn to Pg. 3, Col. 1**

## CABLE

Continued from Second Page

programming as well as pick it up from over-the-air stations. "Operate to a significant extent as a local outlet," is the way Burch put it—by putting programs right on the cable.

It did not say how many hours or exactly what type of local programming. But Burch told the convention the FCC and Congress would be waiting for CATV "to prove that it will do more than merely shift the content of broadcast television onto wires and at a price. We will not be moved to much excitement by program originators hustling for the same piece of pie now shared by TV broadcast stations—using the same program sources, same advertisers, seeking the same mass audience."

Only about 300 systems out of the 2,500 now operating will be affected by the originating ruling. The average number of subscribers per system is 1,800. San Diego is a big one that is nearing 30,000; the Manhattan ones have more than 20,000 apiece.

### Local Programs

Almost all systems answering a nationwide UPI survey on the subject thought local news and information would play an important part in program originating.

It has been estimated that about 10% of CATV systems have been offering live local programs. Some interesting ones turned up.

Dolan of Manhattan Cable, whose subscribers include Gov. Nelson A. Rockefeller, City Hall, and a variety of notables that included President Nixon before he moved to Washington, has been a pioneer in original programming. His is the only system in the country that carries professional sports live and the only one that shows movies entirely without commercials.

He has his own staff to cover community doings. He's thinking next year of microwaving Madison Square Garden to other systems in other states. This sort of thing is being done by others, and the regional networks are precursors of a national hook-up.

### Creativity Stressed

"The FCC is going to be interested in alternatives, creation—give the public something different rather than the tired syndicated stuff," Dolan says. "They will want to program the community. Last year we had 40 candidates on and we've always said to any candidate in Manhattan that he can come on free of charge."

Eugene V. Rostow, law and public affairs professor at Yale, former undersecretary of state for political affairs and chairman of former President Johnson's task force on telecommunication policy (1967-68), told the NCTA convention: "There is justified anxiety in the country that too much news, and too many ideas, are filtered to us through too few minds... My own experience in government gave me the indelible conviction that the government as a whole lacks adequate facilities for communicating in detail with the public..."

"But the thrust of cable television is or should be towards more localism and more diversity. It should make it possible to develop profitable programs addressed to specialized sub-markets... It should reduce the cost of access to television by all kinds of interests and groups and make local politics, at least, feasible again at reasonable cost."



## Western Suburbs Slow in Approving Cable TV

Chicago Tribune (1963-Current file); Jul 16, 1970; ProQuest Historical Newspapers Chicago Tribune (1849 - 1985) pg. W7

# Western Suburbs Slow in Approving Cable TV

A majority of the 25 western suburbs who have been asked to allow cable television in their communities, are reluctant to accept it.

Out of 13 suburbs polled by THE TRIBUNE, two suburbs, Berwyn and Forest Park, have denied a request by Scientific Communications Inc., 909 E. 31st St., La Grange Park, to allow the company exclusive rights to cable television service in their communities.

The other suburbs polled are either giving the request long range study or taking no action.

### Others Polled

The suburbs polled, in addition to Berwyn and Forest Park, are: Cicero, Brookfield, Elmhurst, Hinsdale, Oak Park, Oak Brook, Downers Grove,

Villa Park, Stickney, Lyons and Maywood.

Other suburbs asked by the company are: Bellwood, Berkeley, Broadview, Hillside, La Grange Park, La Grange, Westchester, River Forest, Riverside, North Riverside, Western Springs and Clarendon Hills.

Dr. Merrill Shepro, president of Scientific Communications, said that under state law, permission from each municipality is necessary for operation of cable television there.

### Expects O. K.

Dr. Shepro said he expects favorable reaction on the applications.

"I felt the time was right to begin cable television in the west suburbs because it is of

wide interest everywhere now including Chicago."

He said this will be the first venture for his firm into cable television.

The company has been videotaping color television programs for several years and has been involved in educational television productions, said Dr. Shepro.

"Program operations could begin six months after approval by the Federal Communications Commission," he said. The approval by the FCC is made after local approval, said Dr. Shepro.

### Four or Five

"It would take four or five years for saturation of the western suburbs by cable television due to the time necessary for running cable to each house," he said.

The television subscriber would pay a \$20 to \$30 installation fee and a monthly service charge ranging from \$5 to \$7, he said.

"The advantages of the cable system are that the television reception is much clearer and more channels can be received," said Dr. Shepro.

In addition, four local channels would be provided to the communities, he said.

### Channel Fare

One channel would be for educational programs to local high schools and another would show films and taped programs, he said.

The third channel would broadcast teletype news and stockmarket ticker tapes. The fourth would be a live channel

offering programs of local interest.

His company offered the communities five per cent of the annual gross income of the cable system in their respective villages and free cable service to local hospitals, schools and public buildings, said Dr. Shepro.

The live station would be available for the 25 suburbs to share for their interests, he said.

### Added Opposition

In addition to the two communities opposing the idea, the National Association of Theater Owners has been opposing cable television since its existence.

Jack Clark, president of the National Association of Theater Owners of Illinois, said he is sending a letter to each of the villages requesting them not to accept Scientific Communications' offer.

He said his association may send representatives to the village board meetings as it has to Chicago City Council meetings.

### State Regulation

"Any suburb tying themselves to any cable television firm at this time is foolish," said Clark.

He said a state board is needed to regulate the rates charged to cable television subscribers and to standardize the equipment used by cable companies.

"These suburbs should especially wait until the outcome of the cable television dispute in Chicago," said Clark.

## *FCC Examiner Backs AT&T New York Unit On Cable-TV Leasing*

*By a WALL STREET JOURNAL Staff Reporter*

WASHINGTON — A Federal Communications Commission hearing examiner recommended that New York Telephone Co. be allowed to lease its lines for the distribution of cable television in Manhattan and certain other areas near New York City.

The examiner's decision, which is subject to review by the commission, specifically would authorize New York Telephone to provide cable-TV channels to U.S. Cablevision Corp. in the Hyde Park area; to Brookhaven Cable TV Inc. in the "general vicinity" of Brookhaven; and to Manhattan Cable Television in the Manhattan area.

Irving Kahn, chairman of TelePrompTer Corp., a New York cable television company, said:

"We seriously doubt that the FCC will approve the examiner's report, which seems to be contrary to recent FCC policy regarding the operation of telephone companies in the CATV field. In any event, many months would elapse before such recommendations could take effect and we believe that there will be no serious consequence to the operation of properly franchised CATV companies in New York City."

Examiner David I. Kraushaar also recommended that New York Telephone be authorized to provide cable-TV facilities to Comtel Inc. in Manhattan for two years from the date of the commission's final action in the proceeding.

The examiner recommended denying a complaint filed by Better T.V. Inc., a Hyde Park CATV operator, which charged that New York Telephone and its parent, American Telephone & Telegraph Co., were building CATV facilities in order to monopolize ownership and control such facilities in Hyde Park and ultimately throughout New York State and the nation.

## F. C. C. DISCOUNTS FEAR OF CABLE TV

A Study Says Broadcasting  
Can Afford the Rivalry

By CHRISTOPHER LYDON

Special to The New York Times

WASHINGTON, July 26—The Federal Communications Commission's first general forecast of cable television's growth suggests that the broadcasting industry's fear of destructive competition has been focused on the wrong areas and has been greatly exaggerated.

The study, compiled by the research branch of the F.C.C.'s Broadcast Bureau and released last Friday, contains 72 pages of charts, statistics and analysis. The following general conclusions emerge:

¶Much of cable television's impact will fall on segments of the broadcast industry—including the networks and the very high frequency, or VHF, stations (on Channels 2 through 13)—that are now making large profits and can well afford the challenge.

¶Many of the currently struggling ultra-high frequency, or UHF, stations (on the sliding dial between Channels 14 and 83) will be helped significantly by being carried on cable systems. Where damage is done to UHF stations, it will generally be less than that inflicted on the VHF stations.

¶Where cable television imposes severe burdens on weak local broadcasters, the impact can be precisely measured and compensatory arrangements easily made.

The findings will require some shift in tactics and emphasis among broadcasting spokesmen who have fought cable television, or CATV, as a special threat to marginally profitable stations, particularly in smaller markets.

UHF stations are handicapped by the need for a special tuner on the sets that receive them, and by inferior picture quality. Except for those that have network affiliations, few UHF stations make money. Nonaffiliated UHF's, it has been argued, would suffer immediately if competitive independent programming were imported from out of town on CATV.

### Contrary Conclusions

The new F.C.C. study draws a contrary conclusion. Cable television would deliver UHF, with new picture sharpness, on a notched tuner dial. In cities where UHF stations carry network programming, CATV would eliminate their handicaps against VHF competitors and increase their audience share as much as 50 per cent, the study said.

In cities where the network affiliates are all VHF's and the UHF's run independent sports and movie programs, the UHF audience would be diminished as cable widened the range of channel choices, but UHF would not suffer significantly more than the local network stations.

The more serious impact of cable competition falls on the relatively prosperous VHF stations—particularly the non-network, or independent, VHF's, and the network-affiliated VHF's whose local network competition is UHF. The study estimated that VHF stations in those categories could have their audiences cut up to 25 per cent if cable television were sold to half the homes in the local area.

### Network Profits

At the same time, the study suggested that there was relatively little reason to worry about those VHF's. Of the 142 VHF stations in the 100 largest markets, all but five were making money in 1968, the study said.

By the same token, the study said, the national networks, whose profits for 1969 rose 64 per cent to \$92.7-million, could easily sustain CATV's small diversion of audiences to other programming sources.

The simplest way to compensate stations for the audience they lose to out-of-town programming imported on cable TV, the study noted, is the substitution of local commercials on the imported signal.

CATV operators would black out the out-of-town commercials and feed over their cables advertising supplied by local broadcasters. Fees for these commercials would then be remitted to the local stations.

2 CATV OPERATORS GET 20-YEAR PACTS

By FRED FERRETTI

*New York Times (1857-Current file): Jul 29, 1970; ProQuest Historical Newspapers The New York Times (1851 - 2003)*  
pg. 1

## 2 CATV OPERATORS GET 20-YEAR PACTS

City Acts Despite Ruling by  
F.C.C. Examiner That It  
Lacks Right to Franchise

By FRED FERRETTI

The city awarded 20-year noncompetitive contracts yesterday to two Manhattan cable television operators and authorized the development of cable television on a competitive-bidding basis in the four other boroughs.

The awards, to the Tele-Prompter Corporation and Sterling Information Services, Ltd., also known as Manhattan Cable Television, were made unanimously by the Board of Estimate. The board also mandated the establishment of an Office of Telecommunications to regulate multichannel, broadband communication facilities.

Mayor Lindsay, before leading the vote for the new communications package, called the contracts "sound and progressive."

"They represent the most advanced program in the entire country," he said, "and they contain the flexibility to adapt public regulation to rapidly changing technology."

The board's action came late in the day following a six-hour recess called in the morning by the Mayor to consider a

**Continued on Page 61, Column 1**

## Two Cable TV Services Here Win 20-Year City Franchises

Continued From Page 1, Col. 1

document of the Federal Communications Commission. Its content challenges the city's right to regulate cable television.

An F.C.C. examiner recommended on Monday that the New York Telephone Company be permitted to lease its underground cables to Comtel, Inc., an unlicensed, unfranchised cable television operator in mid-Manhattan.

That recommendation applied only to New York but it could set a precedent nationally for an industry that promises to revolutionize communications within the next decade. Cable TV can carry not only regular programs but also such things as electronically transmitted newspapers, mail, police and fire communications and public service programs for specific areas.

In making his recommendation, the examiner said that customers of authorized public utilities, in this case the telephone company, need not be franchised to receive the common-carrier services offered by the utility company.

### Opening for Outsiders

If the recommendations of the F.C.C. hearing, examiner eventually become Federal rulings, it is possible that any entrepreneur could lease lines from the telephone company and enter the cable television business.

Comtel had been fought in the courts before the Federal Communications Commission by the city's Corporation Counsel.

The company serves pockets of mid-Manhattan, with most of its clients being hotels. It says it has more than 16,000 subscribers.

The decision by the city to approve the contract negotiated by its Bureau of Franchises, and the strong F.C.C. argument against such action, put the city and the Federal agency on a collision course.

The Mayor, in his statement, noted the Commission's arguments. But he said that the F.C.C. recommendations had been analyzed by Morris Tarsis, director of the Bureau of Franchises, and Corporation Counsel J. Lee Rankin and that they concluded that the recommended F.C.C. action was unsound and legally irrelevant to the board's decision on whether to approve the proposed franchise contracts.

Nonetheless, he said, "it does point up the desirability of prompt approval," because without the proposed franchises "there would be real risk" of having cable television in the city "virtually unregulated."

### Expansion Planned

The contracts require the cable operators to expand their 12-channel systems to 17 channels by next July 1 and to 24 channels in three years. Five channels are reserved as city and public channels.

Both Manhattan Cable and TelePrompster are required under the contract to interconnect their systems and to keep abreast of technological improvements.

TelePrompster serves 20,000 subscribers in Manhattan north of 86th Street on the East Side and 79th on the West. Manhattan Cable serves a similar number of subscribers and its territory is all of Manhattan south of the TelePrompster area.

Since both companies have been operating in these areas for five years under temporary city franchises and have a combined investment of nearly \$30 million, the city felt that subjecting them to competitive bidding would be unfair.

Pay television is forbidden unless expressly authorized by the F.C.C. Customers' rates are subject to modification by the city.

In general, cable television charges have averaged about \$20 for installation and \$5 a month for the program service.

### The City's Share

The city is to get 5 per cent of the gross from the cable television service and 10 per cent of the gross from all other services provided by the cable facilities. Minimum payments begin at \$75,000 a year and rise to \$350,000 a year.

Before approval of the cable television contracts, amendments were passed insuring the rights of collective bargaining of cable company employees and mandating the setting up of minority-group training programs to fill jobs in the city's cable industry.

Queens Borough President Sidney Levis, who before last week's public hearing amended the Board of Estimate calendar to include establishment of the Office of Telecommunications, repeated his amendment yesterday. This, too, was passed.

Much of the opposition to the cable franchises came because of the 20-year term of the contracts. Critics maintain that a monopolistic pattern would emerge with such longevity.

An amendment offered by Mr. Tarsis—and passed unanimously—dealt with that problem. Under it the city may re-negotiate any part of the contract, except its duration, at the end of 10 years. If no satisfactory solution to any negotiated issue is arrived at, the city and the cable operator would go to arbitration.

Irving B. Kahn, president of

TelePrompster, said the Board of Estimate "has made a significant and far-reaching decision in accepting the proposed contract" and that it should become "a document of landmark importance in the development of an emerging exciting medium of communications."

Charles F. Dolan, president of Manhattan Cable Television, congratulated the board on its decision.

When the Board of Estimate convened at 11:15 yesterday morning, its only business was the four items concerning the cable TV franchises, which had been laid over following last Thursday's public hearing. But two minutes later, Mayor Lindsay announced that the board was going into executive session.

### Franchises Defended

Then, as representatives of the cable applicants, of Comtel and the telephone company milled in the Board of Estimate's chamber and in an adjoining hall, the board listened for an hour as Mr. Tarsis and to Mr. Rankin reaffirmed the cable television franchises that they had drawn up.

Mr. Rankin is reported to have pointed out that the Federal examiner's recommendations had indeed raised some questions about the city's right to regulate a broadband communications system.

City Controller, Abraham D. Beame suggested that perhaps the city ought to award not 20-year franchises to the two applicants, but rather 10-year contracts with 10-year re-openers.

The report by David I. Kraushaar, the F.C.C. hearing examiner, was issued Monday though it was made July 20. It goes to the heart of the continuing and perplexing question of where the regulation of cable television shall lie.

"Serious, if not in fact grave, questions are implicit in New York City's effort to regulate the local CATV industry," Mr. Kraushaar wrote.

"Existing law in New York State, the record shows, recognizes explicitly only very limited efficacy of the franchise as a method of CATV regulation. Essentially, the franchise issued by municipalities in the state appear by present New York law to be merely authorizations for the use of city streets."

He pointed out that Federal Court decisions had declared unconstitutional attempts by cities to regulate a CATV operator by imposing gross receipt taxes.

### Interference-Free

That is what New York City did yesterday. Under the terms of the franchise agreements, TelePrompster and Manhattan Cable pay the city percentages of the gross from all services.

In yesterday's Board of Estimate action, the immediate concern was the transmission of interference-free pictures and the expansion of that service through a community antenna television (CATV) system. In the future it is expected that the franchises will provide other services.

Mr. Kraushaar's report continued: "It has been contended that in arriving at its decision in this proceeding the commissioner (and of course the examiner) should place 'great weight' upon New York City's 'regulatory program' because a large portion of the commissioner's CATV regulatory program is predicated upon effective CATV regulation at the local level."

"In the examiner's judgment, however, the problem in this proceeding is not a mere matter of giving 'weight' to anything. It is rather, a matter of recognizing the record of this proceeding, which reveals the existence of large uncertainties on the state and local levels in New York as to a proper division of responsibility and local authority in the matter of CATV regulation there, to say nothing again about the constitutional and legal authority of the New York City government to do everything that it is trying to do."

As part of his recommendation Mr. Kraushaar noted that "customers of duly authorized public utilities, for whom city streets are utilized in order to provide services, are not required to hold municipal franchises before they can receive common-carrier type service."

### Phone Company Position

It was on this basis that Mr. Kraushaar recommended that the telephone company be permitted to lease its cables to Comtel. The phone company argued before the F.C.C. that it certainly was a public utility and that Comtel was a customer.

The F.C.C. examiner recommended that the phone company be granted the right to lease its lines to Comtel for two years to cover two areas.

The first is bounded by West 81st Street on the north, the Hudson River on the west, 50th Street on the south and Central Park West on the east. The second has Central Park South as its northern limit, Eighth Avenue on the west, Seventh Avenue on the east and 50th Street on the south. Both these areas are within Manhattan Cable's franchise area.

The hearing examiner's recommendations have force of a ruling unless there is an appeal within 30 days. Following the appeal period the matter goes to the F.C.C.'s review board and thence to the commissioners. Even their eventual decision can be tested in Federal court.

# Cable TV Merger Cleared

## TelePrompTer, H&B American Get FCC Okay

The Federal Communications Commission yesterday cleared the way for the creation of a giant cable television company offering service to approximately 10 per cent of all the families who now have CATV service.

In a 5 to 2 vote, the Commission approved the proposed merger between the TelePrompTer Corp., now the fourth largest CATV operator in the nation, and the H&B American Corp., the biggest CATV operator. TelePrompTer, whose largest stockholder is Hughes Aircraft Co., would be the surviving company.

The combined system would have cable franchises in 28 states—including outlets in both Los Angeles and New York City, where TelePrompTer won a franchise award last week. The two companies now own 129 systems, which have 413,500 subscribers, about 10 per cent of the current total.

Dissenting from the Commission's action, Commissioner Nicholas Johnson said the merger would increase the combined company's ability "to acquire additional franchises in presently unfranchised areas. (The company's) size and power may make it extremely difficult for locally-owned systems to develop."

Commissioner Robert Bartley also dissented, but issued no statement.

TelePrompTer argued that the merger would increase the combined company's ability to provide diversified and high-quality original programming for the expanded CATV system. The majority opinion accepted this and called the merger "a promising step toward realization of our goal of increased diversity of programming."

**Cable TV Plan Expanded**

*Los Angeles Times (1886-Current File); Sep 3, 1970; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)*  
pg. WS1

**Cable TV Plan Expanded**

BEVERLY HILLS - Cable television service for the entire city will be included in negotiations of a rate schedule between the city and Theta Cable of California. The original cable television proposal, for which Theta was the only serious bidder, limited service to three areas of Beverly Hills.

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Cable TV Contract Awards By City Upheld in Court  
*New York Times (1857-Current file); Sep 15, 1970; ProQuest Historical Newspapers The New York Times (1851 - 2003)*  
pg. 94

### **Cable TV Contract Awards By City Upheld in Court**

Two months ago New York City awarded franchises to two cable television companies, Manhattan Cable Television and Teleprompter Corporation, to set up a communications network in Manhattan. Yesterday, Supreme Court Justice John M. Murtagh ruled that the city had a right to award the franchises.

Before they were awarded, Comtel, Inc., an unfranchised cable TV operator, had sought an injunction to force the city to refrain from awarding the contracts. In July, Justice Murtagh reserved decision. In his ruling yesterday, the Justice said that the city had a right to give out contracts for the right to use its streets, and denied Comtel's contention that licensing was a state or Federal prerogative.



## Forty TV channels?

By William H. Stringer

*Christian Science Monitor (1908-Current file); Sep 30, 1970; ProQuest Historical Newspapers Christian Science Monitor*  
pg. 12

# Forty TV channels?

By William H. Stringer

Would you like a television set with 40 working channels? The mind boggles! But an Editorial Research Report says these are on the wav. via Cable TV.

You'd pay for what you got. But a dozen channels would offer entertainment programs. Others would regularly show meetings of city council and school board (applause within the hall!), high school sports (aside from dean-baiting), lectures from a nearby university. courses in automobile repair (got a TV in your garage?), and language lessons. One channel would show nothing but stock quotations (with soothing music, no doubt, during recessions). Another would display continuous weather information.

Well and good. And there should be flashed on the electronic screen from time to time the warning: "This product is dangerously addictive." With all this TV fare, would we ever go out in the street to play?

But this isn't all. The report also suggests that the same cable would be used to send and receive telegrams and mail, pay electric bills, order groceries, and do one's banking. Okay for the banking; one day we're all likely to have bank accounts geared to a master credit card, and any purchase we make will immediately and automatically be deducted from our credit balance. And okay for paying the electric bill (which will be a lot higher with all this gadgetry).

But there's another item where somebody sensible has got to draw the line. The TV viewer, we are told, "by turning to a newspaper channel, scans the latest headlines and presses a button to order a printout of stories he wants to read."

I am fed up with media stories about how we are, each of us, a few million per city, going to have facsimile machines in our homes, which will run off the morning or evening paper. In the first place I don't want this gadget clacking and humming away like the background noise in the local newscast. In the second place, I don't want to have to keep a supply of newsprint rolls in the basement; I have enough trouble keeping a supply of paper kitchen towels.

And in the third place, how do I know which news stories I want to read until I've seen them, which you can do very simply by scanning the pages in the daily newspaper. I want to see *all* the news displayed, and I don't want to have to be on hand before the TV set at precisely 6:30 or miss the headline news. In other words, there's a lot of enjoyment — and much less fuss and gadgetry, sitting down with the evening newspaper which the newsboy or mailman has just delivered. I'll get my headlines via radio or TV. But it is just possible that the homeprinting of millions of daily papers, via costly facsimile or mechanical reproduction, is



TM

one of those unnecessary, expensive, electricity-using, *clutters* that civilization can do without.

Cable TV is worthwhile. And so will be these wonderful things now called by the jawbreaker name of "audiovisual playback devices" — which means the apparatus by which you can play in the home, over your TV set, television programs that you buy, like stereo cartridges, in the stores or rent from libraries. So that you can see and hear, via your own screen, "The Sound of Music," "Romeo and Juliet," the Godkin lectures, or a documentary on drug abuse. You yourself decide when you want to view and what you'll view.

This home video packaging will be big stuff before 1980.

And you can make your own TV programs, shoot your own drama or copy programs from the screen, with some systems.

Very exciting. But is it all progress? What happens to a quiet evening of book-reading? Are we to become a "wired nation?" We are reminded that E. M. Forster, a half century ago, projected a future in which "there were buttons and switches everywhere — buttons to call for food, for music, for clothing . . . the button that produced literature." We can be overadicted to black-box magic. We had better think, soon, wherein this gadgetry liberates, and wherein it enslaves.

## *Cox Broadcasting Unit, Young & Rubicam Set A Cable TV Venture*

**Firms Will Share Responsibility  
For Local Shows and Ads on  
Warner Robins, Ga., System**

*By a WALL STREET JOURNAL Staff Reporter*

NEW YORK—Young & Rubicam Inc., the large advertising agency, and Cox Cable Communications Inc., a subsidiary of Cox Broadcasting Corp., said they have undertaken a joint venture in local programing on Cox's cable television in Warner Robins, Ga. The companies said Cox Cable will provide television origination facilities, and both companies will share responsibility for local program development and advertising sales.

The concerns said the experiment is the first of its type in the cable television industry. They said it is in response to the Federal Communications Commission's recent ruling that by April 1, 1971, a cable television system with more than 3,500 subscribers must provide locally originated programing on one of its channels.

The FCC, at the same time, announced it would allow advertising to be sold on such channels to offset program origination costs.

Cox's cable television system in Warner Robins currently delivers 10 channels to more than 7,000 subscribers. Warner Robins, adjacent to Robins Air Force Base, has an estimated population of 32,000.

The companies said their test is scheduled to begin Nov. 2 and is expected to take about four months. They said programing will include childrens' shows, local sports, women's service programs and news.

# City Sued Over Cable TV Rights

A citizens' broadcasting group and a Unitarian minister filed suit yesterday against the city of Chicago and two aldermen to compel them to disclose financial information and records of corporations and individuals seeking a cable television franchise from the city.

The suit also asks for records of the testimony given by applicants during a series of city council committee meetings early this year.

The suit was filed in Circuit Court on behalf of all the citizens of Chicago by the Better Broadcasting Council, Inc., a nonprofit corporation and one of the applicants for the television franchise, and the Rev. Donald Wheat, pastor of the Third Unitarian Church of Chicago.

## Wigoda, Keane Named

Named as defendants were the city; Ald. Paul T. Wigoda [49th], chairman of the city council subcommittee which heard testimony from the applicants; and Ald. Thomas Keane [31st], chairman of the city council committee on finance. Also named as defendants were Charles Berek, clerk of the city council and William Zoe, chief administrative officer of the finance committee.

Nicholas Rekas, president of the broadcasting council, charged that "Keane and Wigoda may have interests in this. We have no proof they do . . . but we have to believe they do in this city of clout. They will have to prove they do not."

City officials and council members have been "aloof, inconsiderate and insensitive" to the demands of the group for the records, Rekas charged. "This is public information. The citizens of Chicago will have to pay for this and the franchise will bring someone great personal profit."

Rekas said the purpose of the suit is to determine those persons who are behind the big corporate applicants and how they intend to operate if a franchise is granted to them.

## Charge "Stalling"

Rekas charged that the city "is stalling on granting the franchise until after the elections [aldermanic in February and mayorial in April] because then the franchise will not be a political issue."

The suit requires the city to respond by Jan. 4. At that time, the broadcasting council will ask the court to issue a restraining order preventing the city council from issuing the franchises until public hearings are held and the information is disclosed.

There are 17 applicants for the franchise.

**Cable TV OKd**  
*Los Angeles Times (1886-Current File); Nov 29, 1970; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)*  
pg. CS4

### **Cable TV OKd**

**MARINA DEL REY—**  
Extension of a cable television service into the Marina was approved by the Board of Supervisors. The franchise goes to Theta Cable of California, which applied for the extension last March.

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## CBS Ordered to Halt Cable TV Transfer

WASHINGTON (DJ)—The Federal Communications Commission ordered Columbia Broadcasting System to halt action for transfer of community antenna television and syndication operations to Viacom Inc.

CBS had initiated action for the transfer in response to an FCC order that major television networks should divest themselves of CATV interests.

CBS was ordered to hold off further transfer action until final decision by the FCC.

The commission had been petitioned by other parties to block the transfer on grounds that Viacom, although an independent concern, has the same stockholder ownership as CBS.

CBS said it immediately filed an appeal on the FCC order.

CBS said it took this action because it does not regard the commission's order as proper or valid and does not believe the commission has authority either to issue or to implement such an order.

CBS said, "Without prejudice to this action, however, and in order to serve the best interests of our shareholders, Viacom and the investing public, we are withholding distri-

bution of Viacom shares pending resolution of the issue.

"We have been advised by the New York Stock Exchange that trading of Viacom shares on a when-issued basis will continue. The FCC action should not be regarded as detrimental to the value of either Viacom stock when distributed or CBS stock. In view of the delays and difficulties occasioned by the FCC order, potential sellers of CBS shares should keep in mind that the market price of CBS stock has already been reduced to reflect the contemplated distribution of Viacom stock."

CBS President Frank Stanton, commenting on the FCC's order, said, "We are astonished by this action, which came less than an hour before the spinoff was to have become effective."

# FCC Halts CBS Plan To Spin Off Viacom For Cable-TV Work

## Last-Minute Order Is Response To Petition Charging Network Would Keep Forbidden Control

A WALL STREET JOURNAL News Roundup

The Federal Communications Commission ordered Columbia Broadcasting System Inc. to halt all action on the proposed transfer of its cable-television and program syndication operations into a new concern, Viacom International Inc., whose stock would be distributed to CBS holders. The action came—as CBS President Frank Stanton observed tartly—“less than an hour before the spin-off was to have become effective.”

The FCC told CBS to hold up on the transfer of its operations into the new concern until the commission can rule on a petition to block the move.

The CBS decision to spin off its cable-television operations into a new concern was reached last June shortly after the FCC announced new regulations barring the three major broadcasting networks from the cable-television field and prohibiting the joint ownership of cable-TV operations and over-the-air TV stations within the same community.

CBS subsequently announced that each CBS shareholder would receive one share of Viacom stock for every seven shares of CBS common held of record at the close of business Dec. 17. The Viacom shares were to have been distributed Thursday—the last day of 1970—and the day on which the FCC called a halt to the transaction.

CBS operates a number of West Coast community-antenna TV systems serving more than 100,000 subscribers.

### Circumvention Charged

The petition to block the proposed spin-off of the cable operations into Viacom was filed by several minority holders of Television Signal Corp., which owns a cable-television system in San Francisco. They argued that the proposed move was an attempt to circumvent the FCC order barring networks from the cable-television field.

The Television Signal holders said that as a result of the proposed spin-off, present CBS officers and directors would own more than 10% of Viacom's stock, giving them de facto control of the new concern, whose stock already is being traded on the New York Stock Exchange.

CBS said on Thursday it had filed an appeal in a U.S. appeals court on the FCC's ruling halting the proposed transaction. CBS said it acted because the network didn't regard the commission's order as proper or valid and didn't believe the FCC had authority either to issue or to implement such an order.

“However,” the network said, “without prejudice to this action, and in order to serve the best interests of our shareholders, Viacom and the investing public we are withholding distribution of Viacom shares pending resolution of the issue.”

### Trading to Continue

It also said: “We have been advised by the New York Stock Exchange that trading of Viacom shares on a when-issued basis will continue. The FCC action shouldn't be regarded as detrimental to the value of either Viacom stock when distributed or CBS stock. In view of the delays and difficulties occasioned by the FCC order, potential sellers of CBS shares should keep in mind that the market price of CBS stock has already been reduced to reflect the contemplated distribution of Viacom stock.”

Mr. Stanton said CBS had told both the FCC and the Securities and Exchange Commission that it initiated the spin-off transaction to comply with the letter and spirit of the FCC's ruling last June and that it intended to make certain that the spin-off would achieve that purpose.

“In view of this comment by CBS,” Mr. Stanton said, “we feel that the inconvenience and confusion to the public caused by the commission's action (Thursday) was totally unnecessary. I wish to assure CBS shareholders, Viacom shareholders and the investing public that we will do everything in our power to resolve the issues as soon as possible.”

## ***Cable TV Promises to Clear Up Picture, Add Some More***

Cable television, which soon will be established in Chicago, will provide improved reception for many and make a wide range of television programs available to all viewers.

Cable TV, a product of the 1950s, initially was operated in rural areas, in communities too small to have a television station and in areas beyond the effective signal of nearby cities' stations. As a consequence, some rural areas have had a wider selection of television programming than the various cities that are the sources of the programs.

### **Helps "Ghost" Victims**

In Chicago, cable TV will benefit many viewers who often see "ghosts" or other distortions on the screens because high-rise buildings or air traffic interfere with a station's signal.

Cable TV also will make possible a multitude of new community programs and bring in stations that are too far away for home antennas to bring in.

This improved and expanded reception is possible because the sets of cable TV subscribers are connected to coaxial cables,

similar to telephone lines, which bring the signals directly to the set. Some applicants for Chicago franchises have said they can make as many as 45 channels available for each subscriber.

### **About \$5 a Month**

The projected cost to television owners is expected to be a \$15 to \$20 installation charge, plus a monthly charge of about \$5.

Cable TV operators either erect a huge antenna in the best location for reception or directly monitor broadcast signals from commercial stations by cable.

Several applicants for Chicago's cable TV franchises have said they plan to use Illinois Bell Telephone Co. facilities rather than try to create their own network of cables.

### **Became Local Matter**

The General Assembly in 1965 empowered Illinois municipalities to grant and regulate cable TV franchises. However, legislation is expected to be introduced in the current Senate session which will propose that the state regulate all cable TV in the state. Similar legislation

failed in committee last year.

Presently municipalities enter into a contract with cable TV operators who pay a percentage of their profits to the licensing authority.

# General Telephone To Sell Its Remaining 20 Cable TV Systems

## Move Is in Line With FCC Order Restricting Service by Phone Companies in the Same Area

*By a WALL STREET JOURNAL Staff Reporter*

NEW YORK — General Telephone & Electronics Corp. said it is offering for sale all of its remaining cable antenna television systems. The company didn't set an asking price for the properties, but indicated they are valued at "several million dollars."

The sale offer includes 20 cable systems serving 32 communities. Together, the 20 systems serve about 50,000 homes at an average charge of \$5 a month a home. Asked if the systems are profitable, a GTE spokesman said, "We don't want to answer that question."

The sale is prompted by an order of the Federal Communications Commission last Feb. 4, prohibiting a company after March 16, 1974, from operating cable television systems in communities where the same company also provides telephone service. The commission indicated its decision was based in part on the expectation that cable systems may someday be the basis of new forms of communications services to the home, competitive with services that are currently or that may be offered by telephone companies.

Twenty of the 32 communities served by GTE cable systems placed on sale are also served by GTE telephone companies. Earlier, a GTE subsidiary, General Telephone Co. of the Southwest, appealed the FCC order in the U.S. Circuit Court of Appeals in New Orleans.

The GTE cable systems being sold are located in the following communities and adjacent localities: Novato, San Bernardino, and Sun City, Calif.; Athens, Eastman, Fitzgerald, Hazlehurst, McRae, Sandersville, Toccoa, and Vidalia, Ga.; Charleston and Macomb, Ill.; Angola and Winchester, Ind.; Adrian-Tecumseh and South Haven, Mich.; Kiski Valley, Pa., and Edmonds and Arlington-Marysville, Wash.

GTE sold five other cable systems in December, and said it is in final negotiations for the sale of two others.

Four of the systems already sold, in Bartow, Bradenton, Lake Wales, and Sarasota County, Florida, were purchased by Storer Broadcasting Co. for an undisclosed cash sum. The other system already sold, serving Bloomington-Normal, Ill., went to TeleCable Corp., Norfolk, Va.

The systems for which a sale is in final negotiations are located in Levelland and Brownfield, Texas. GTE declined to name the expected buyer.



## Daley Opposes State Voice in Cable TV

Mayor Daley asked the Illinois Commerce Commission yesterday to stay out of cable television in Chicago.

Daley's request was made in a statement filed with the commission as it began hearings to investigate whether the state should control cable TV. Sixteen applications have been filed for franchises here and the City Council is expected to grant franchises May 1.

### Asks No State Curbs

Daley advocated that municipalities retain jurisdiction to license and issue cable TV franchises and reminded the commission that state law empowers municipalities to control cable TV.

In his statement, Daley ruled out the possibility of the commission regulating cable TV. He said the Federal Communications Commission soon will set national standards "making unnecessary the need for state control."

"Only local government is in a position to judge what is best for its community," Daley said.

### Denies Power Fight

The yesterday's hearings, conducted at the request of Gov. Ogilvie, have been called an attempt by the state to control cable television, David H. Armstrong, commission chairman, began the hearings for power saying, "There is no struggle for power between the state and the city."

There are some legal opinions that the state commission has the right to regulate cable TV, while the municipalities retain the power to grant franchises. Legislation may be introduced in the state Senate giving full control to the state commerce unit.

The Rev. Leonard Dubi, a Catholic priest and cochairman of the Campaign Against Pollution, interrupted the hearings yesterday to demand local hearings in neighborhoods throughout the city. Father Dubi asked that the state commerce unit control cable TV because the city's handling of the industry could lead to "a boondoggle . . . which would make the late Paul Powell look like Little Orphan Annie."

### Hits at TelePrompTer

After the hearings were adjourned to Feb. 10, Father Dubi said he believed TelePrompTer, one of the applicants, should be disqualified.

Irving B. Kahn, president of TelePrompTer, Thursday was indicted in New York City for allegedly bribing Johnstown, Pa., officials for a cable TV franchise. TelePrompTer is the nation's largest CATV firm.

The only witness at yesterday's hearings was Richard R. Zukowski, counsel for the Illinois-Indiana CATV Association, who gave technical information on cable television systems.

### Cable-TV franchising sparks Chicago dispute

By Guy Halverson Staff correspondent of The Christian Science Monitor

*Christian Science Monitor* (1908-Current file); Feb 3, 1971; ProQuest Historical Newspapers Christian Science Monitor (pg. 5)

# Cable-TV franchising sparks Chicago dispute

By Guy Halverson  
Staff correspondent of  
*The Christian Science Monitor*

## Chicago

For the nation's second largest city, cable TV has suddenly become the center of a heated dispute.

At issue: Whether the State of Illinois should regulate the awarding of community antenna television (CATV) franchises as well as the City of Chicago — which is currently the case.

Cable TV could mean important new revenue sources for the financially hard-pressed state, as well — proponents of state control assert — greater protection in keeping cable TV from becoming subject to political manipulation.

Now attracting intensive press attention throughout Illinois, the issue is one that many analysts say will be fought increasingly by municipalities and communities throughout the nation as cable television becomes more commonplace.

The system, which allows subscribers to hook up to a cable system that can bring a number of channels (in some areas up to 60 channels) into the home, is mainly used in rural areas that have difficulty receiving the regular transmitting stations.

It is because of the diversity of programs possible under the system, that some communication specialists believe CATV will eventually revolutionize the television industry. Still by midsummer of 1970, less than 10 percent of all television homes in the United States were linked up to a cable system.

Whether a technological breakthrough or a financial windfall for local governments—

which will obtain franchise "license taxes"—the system is just now blossoming in the nation's largest metropolitan markets.

One study showed early last year that only about 40,000 subscribers were using CATV systems in Manhattan, for example, though the full potential viewing audience was in the millions.

While the technological and cultural implications of CATV are far-reaching, so too is the political impact.

Here in Chicago, where hearings are being held by a special city-council committee, the city appears likely to be cut into specific areas for different CATV franchises. Licensing revenue for the city might range from \$8 million to \$10 million a year.

Alderman Paul Wigoda, who is heading the city's inquiry, insists that no one applicant will be given a franchise monopoly. Only one of the 17 companies seeking franchise awards here has asked for an exclusive monopoly arrangement.

Meanwhile, the Illinois Commerce Commission (ICC) is pressing ahead with its own investigation to determine whether the state—as well as the city—should regulate the franchises, a position favored by ICC chairman David H. Armstrong. In a letter to Mr. Wigoda, Mr. Armstrong said that he believed state regulation would "complement municipal licensing" and would benefit subscribers over the long run.

Several political figures, meanwhile, have taken even stronger positions. One Chicago alderman has called for enactment of state laws providing that all franchise receipts be turned over to school systems. A state senator, at the same time, is introducing legislation in Springfield that would give Illinois a 10 percent slice of the franchise tax pie.

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## Cultural vs. commercial impact

# Cable TV for middle-size cities?

By Donald L. Maggin  
Special to The Christian Science Monitor

New York

Cable television (CATV) will likely have its best growth in small-to-medium cities, rather than the smaller communities and biggest cities.

Industry leadership will come from corporations combining great financial strength with a special kind of marketing know-how. Programs originated for CATV will have significant cultural impact, but not a large commercial one.

The glamorous two-way systems most probably will not play a serious role until the 1980's.

These are some of the basic observations that can be made at this point about the immediate possibilities for cable TV. Here are some of the reasons:

- The most fertile ground for CATV is in small-to-medium cities, ranging from 10,000 to 75,000 homes.

Two important factors argue strongly against CATV in small communities. First, fixed investment per customer decreases rapidly as the number of customers increases.

Second, the most important aspects of operations—maintenance of the system, billing and collecting, and local-program origination—all benefit appreciably from economies of scale.

### Costs restrictive

It also will be difficult to make money in large cities such as Chicago or New York. In their favor, because of many apartment houses, is a very high density of population per mile of cable. But arguing against them are two important factors:

Construction has to be underground for a good portion of the mileage and therefore is expensive, and right-of-way problems (as encountered in Manhattan) can make investment per mile very high indeed.

Big cities usually have several strong stations offering wide program selection. And picture quality is in most cases quite decent.

Even among small cities one must look for certain marketing and physical characteristics. Either or both of the following market conditions should prevail:

Present TV reception is poor because of terrain, electrical interference, etc.

The number of stations brought to the community can be significantly increased. For example, CATV boosts the number of channels available in Clarksburg, W. Va. (a city of about 13,000 homes) from 2 to 12. More than 11,000 homes are subscribers.

In addition, construction conditions should be such as to make investment per home reasonable.

The ideal situation, economically speaking, involves hanging cable from reasonably uncluttered telephone or utility poles and reaching a high density of homes per mile. To be studied with utmost care are communities which require substantial underground routing or "backyard" right-of-way routing.

### Advertising possible

- Local-program origination and advertising will not play a very important role in the years immediately ahead.

Local-program origination has been very spotty to date. It usually consists of a camera scanning an Associated Press news ticker or an array of barometers, thermometers, and other indicators of weather conditions.

The Federal Communications Commission has decreed that all CATV systems serving 3,500 or more homes must originate a substantial number of hours of programming after April 1, 1971. This is being interpreted as something significantly more than the old news ticker or weather scanner.

The FCC order covers approximately 400 of the 2,350 systems operating today. The FCC has also said that all systems (those serving less than 3,500 homes included) can sell advertising on one local-origination channel.

The economics do not favor heavy advertising revenue for CATV as the industry is now structured. On network TV, stations charge roughly one dollar for every 1,000 persons viewing a spot commercial.

The average CATV system today serves about 1,900 homes. If such a system originated a program which attracted 25 percent of its audience (a high figure), it could charge about \$1.75 for a spot commercial—obviously not enough to be profitable.

### Impact still great

It appears that advertising and program origination will only have strong commercial impact in large cable markets, and that programming will not be of very high quality in small cable markets.

This is not to underestimate the impact of local programming.

Telecasting a meeting of the town board or education need not be very professional to be interesting to the parents involved. And CATV enables the advertiser to pinpoint his audience.

If you are running for the state legislature from the West Side of Manhattan, it is more economical to buy a spot from the cable company serving that particular area than to go to a New York City TV station whose rates are geared to the 15 million people its signal reaches.

- The glamorous devices such as burglar-alarm systems, book or newspaper print-outs, and closed-circuit shopping systems seem far in the future because they are so terribly expensive.

Such devices require dual-cable systems; this increases the cost per home by about \$50 to begin with. It is then necessary to add sophisticated electronics at both ends of the system—within the home and at the other terminal, be it the butcher shop, the police station, or the library.

Burglar-alarm devices are quoted from \$200 to \$1,500 per home, depending upon complexity, and other ancillary systems are at least as expensive.

- A shift in the regulatory climate or a big technological breakthrough could radically change the CATV "ball game."

The FCC is forcing the American economy to provide substantial redundant

communications investment because, for social reasons (principally fear of encouraging a communications monopoly), it is keeping the telephone companies out of CATV.

In January, 1970, the FCC prohibited telephone companies from operating CATV systems wherever they also provided telephone service. It gave them four years to sell facilities which conflicted with this rule.

### Investment critical

The most salient characteristic of the CATV industry is the heavy initial investment involved. But the telephone companies have already made a big portion of this investment!

They have, over the years, wired up almost every home in America; and they have done it with a remarkable cable device, the telephone.

In addition to an investment contribution, the telephone industry could bring to bear

a great deal of communications talent and know-how if it were permitted to play a primary role in CATV.

### Microwave system?

If the FCC changes its stance regarding the telephone companies, hundreds of millions of dollars would be saved and the CATV industry would be radically changed. Such a prospect is not too farfetched, because the FCC has, during the past decade, made several important about-faces in CATV regulation.

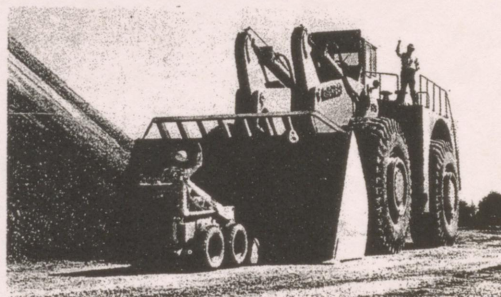
Another factor which could make CATV a new ball game would be a technical breakthrough such as a cheap and effective short-haul microwave broadcasting system.

Teleprompter, one of America's leading CATV operators, and Hughes Aircraft are jointly working on such a system. Its object would be to reduce substantially the enormous cable costs in big cities.

This would be done by broadcasting a full range of CATV signals to large antennae strategically placed around a city and creating minicable systems around these antennae. Many long cable runs would be eliminated entirely.

It is difficult at present to make predictions about the commercial possibilities of this system. It is, however, only one of several currently being worked on which could have dramatic effects on CATV.

Second of two articles



No match

A little Melroe Bobcat moves within scooping distance of the Michigan 675 tractor shovel, made by Clark Equipment Company. The big one can handle 36 tons of rock with one scoop.

## Cable TV: Clash for Cash

By Nicholas von Hoffman

*The Washington Post, Times Herald (1959-1973); Mar 10, 1971; ProQuest Historical Newspapers The Washington Post (1877 - 1990)*  
pg. B1

Poster

# Cable TV: Clash for Cash

*A Commentary*

*By Nicholas von Hoffman*

Irving B. Kahn, the president of the TelePrompTer Corporation, was recently indicted by a special federal grand jury on charges of bribery in connection with the granting of a cable television franchise in Johnstown, Pa. Innocent or not, it's doubtful that even bribery can get the government off its duff and get America wired for cable or community television or CATV as it's variously known.

By eliminating aerial reception and replacing it with a wire into the home, cable television gives the viewer a good picture on every channel. No more spots, ghosts or weak signals of any kind. With CATV you can see UHF stations as clearly as VHF.

Nothing more needs to be invented to make cable television work. The first commercial cable system was installed and making money 20 years ago in Lansford, Pa., where the mountains interfere with normal reception. Since that time, 2,600 systems have been installed in different communities, most of which are small and rural, with the result that only about 5½ million Americans enjoy the ideal TV reception.

Cable TV is blocked out of the places where most people live because of the cupidity and disagreement among all the institutions who think they'll be helped or hurt by it. Chief among these are electronic equipment manufacturers, the major broadcast networks, your unfriendly local phone company and all the city and county governments that stand to make sizeable amounts of money from enfranchising or starting their own cable television companies. Local government hasn't had a plum like this to play with since the great traction scandals in the early years of the century.

The reason everybody's upset, worried and greedy is that cable TV has the potential of giving competition to everybody in the communications business. The nub of the matter is that, although the average cable system now carries about 10 channels, the new ones currently being installed have around 40 channels, and even that number can be increased.

Cable television is a possible threat to TV station owners who might have to compete with 10 or 20 other stations, thus fracturing the mass market. The cable is also capable of carrying an alternate phone system, printing newspapers and magazines in your living room and doing many other things like enabling you to signal a



*Miss Garry or "J": She almost wrote "Kids Can Cook!" Post*

See COMMENT, B9, Col. 1

“If we’re serious about this power-to-the-people sloganeering, then cable television offers us a means of realizing it. People can’t have political power if they can’t explain and advocate their ideas . . .”

## *Cable TV: Clash Over Cash*

COMMENT, From B1

computer in a library which will display the pages of any book you want on your TV screen. And you control how rapidly the pages are turned!

We’re accustomed to think of all technological perfections as enhancing our bodily comfort while reducing our individual humanity. Mass man from mass production, but this is ceasing to be the case. Our technical accomplishments are beginning to obviate the need for doing everything in bulk.

Cable television is just such a device if we care to use it that way. Not only can it make television, the most powerful medium, less of a mass medium, it can also make communication less of a one-way thoroughfare. With it, we can talk back. The coaxial cable that brings the improved picture into our house can also carry back the message as to whether we like it or not.

Through cable television we can have a constant and more exact expression of public opinion on the widest variety of topics, ranging from the issues of peace and war to whether parents favor sex education in the local school. Not only that, but because there are so many channels available, the medium can be opened up to many thousands of people instead of just the tiny few professional communicators who now have a near monopoly on access to a large audience.

If we’re serious about this power-to-the-people sloganeering, then cable television offers us a means of realizing it. People can’t have political power if they can’t explain and advocate their ideas to their fellow citizens. If only professional politicians and journalists are able to do this, then power will continue remote and centralized.

That’s what’s going to happen if cable television is treated the same way as the television we have now—that is an operation in which the people who own the medium also control the message. It doesn’t have to be. Owning and running the medium and thinking up the contents of the message are two completely separable functions. The phone company operates the medium

without having any control over what’s in the messages of the people who pay for phone service. The phone company is merely what in law is called a common carrier and, in return for running a monopoly, is obliged to offer the same service at the same rates to everybody who wants it and can pay for it.

Cable television can be set up the same way. This won’t destroy the major broadcasting networks because there will continue to be some considerable demand for over-the-air transmissions and also because the big networks alone have the money, talent and organization to provide the entertainment and news reportage that most people want. But while the nets carry on as they have before, the cable will provide other TV channels on which a large variety of people can state their message.

As a common carrier, cable television could reduce the cost of campaigning so that you don’t have to be a Rockefeller or the creature of some despicable lobby to run for office. Most of all, it promises two-way communication, the breaking up of our repeated pattern of the leader on high and the followers clustered far below, always listening, never able to get their two cents in.

A method of two-way communication that could involve the whole country is nothing to be sneezed at. The constant lament of our time is that the individual has no way to register his opinions. The old methods are said to be dying or in varying degrees of dilapidation, precinct organizations, churches, town meetings, local associations of every sort . . . even the price system is failing us and instead of fluctuating as we vote yes or no with our dollars, prices just keep going up.

Starting Thursday, the Federal Communications Commission will be holding hearings on what to do with cable television. They will go on for several weeks and out of them will come the decision whether this technology will be allowed to realize its social promise. The coaxial cable can’t resolve all our difficulties, but it’s important enough to warrant our following what happens at these hearings, and not allowing such a momentous decision to be made unknown, unpublicized in the perfect soundproofing of the Washington bureaucracy.

# Cable TV--Miracle or Monster?

Patricia Krizmis

Chicago Tribune (1963-Current file); Mar 14, 1971; ProQuest Historical Newspapers Chicago Tribune (1849 - 1985)

pg. A1

# Cable TV—Miracle or Monster?

By Patricia Krizmis

Miss Krizmis is a Tribune reporter.

Turn on your television set. It didn't cost you anything but a flick of the wrist. Next year, you may pay to see that program.

Cable television is the reason.

Proponents call it a modern miracle, a communications revolution, and a cure-all for TV woes.

Opponents tell of its monster potential; they caution that control of communications could be placed in the hands of a few cable TV barons.

And in between are authorities from the legal, communications, and educational fields calling for responsible decisionmaking and urging that the public interest be safeguarded thru strict regulations.

Cable TV eventually may change the life style of Americans and make your home a small electronic communications center.

## Look What's Ahead

"The decisions made and not made in the next two years will affect not just cable television and the wired city but, in an era of broadband communications, the structure of American society," said McGeorge Bundy, president of the Ford Foundation, in a letter to the Federal Communications Commission.

Cable TV operators, said Fred Friendly in his task force report on cable television for New York, "will one day be the ones who bring to the public

Will it be a programming bonanza for viewers that will serve their social, cultural and educational needs, and someday "deliver" their newspapers and mail, and provide armchair shopping facilities? Or will it merely be a financial bonanza for a few cable TV operators, giving them the power to provide more and more mediocre programs and a supersaturation of commercials?

much of its entertainment and news and information, and will supply the communications link for much of the city's banking, merchandising, and other commercial activities. With a proper master plan, these conduits can at the same time be made to serve the city's social, cultural, and educational needs."

But whether bonanza or bust—and cable TV has potential for both—a few things are certain: Chicago will become a wired city—wired by cable TV. Eventually, cable TV will affect virtually every person in this city. But Chicago residents will pay for it.

And Chicagoans just may be forced to subscribe to it. If mountains of brick and mortar, like the Sears Tower, continue to be built, your television set will have to be hooked into a cable TV system in order to give you viewable reception.

The City Council will grant franchises for cable television—often called Community Antenna Television [CATV]—in May, and 16 applicants are fighting for franchises. Meanwhile, the state is

holding public hearings to determine its role in cable TV. And the Federal Communications Commission began hearings last Thursday.

Once the Chicago franchises are granted, the fever for cable TV may spread to the suburbs like an epidemic.

What is cable TV, how does it work, what can it do, and what will it cost you?

## Why Your Picture Is Poor

A cable television system is a master antenna service for a community. Television signals are carried by coaxial cable, instead of over the air, to the viewer's set.

All television signals in Chicago now are carried over the air in a straight line from a high tower to your set.

However, when those signals ram into towering high rise buildings, bad weather, or airplanes, your television picture rolls or jumps, becoming blurry or fuzzy—or you get double images or ghosts.

In a cable TV system, a large antenna tower is built in a location where electronic instruments determine recep-

tion is the best. The powerful antenna receives all the television signals from the air and passes them thru an electronic control center, called a headend, where interference is filtered out and signals are strengthened.

The signals are sent along a main coaxial cable line to smaller feeder cable lines which carry the signals to individual homes. Depending on what type of system is installed here, one or two wires, slightly larger than a telephone wire, will be connected to the back of your television set from an outlet in the wall. A cable switching gadget, about the size of a pack of cigarets, will be placed on top of your set so you can choose channels.

Cables connecting the antenna tower to your home can be laid underground or strung over utility poles—telephone and electric poles.

The future of cable TV is both fascinating and frightening. But before jumping into the Buck Rogers-Dick Tracy world of the possibly not too distant future, here's what cable TV will do for you right now.

Cable TV will bring a clear, sharp picture, provide lifelike color for color

TV sets, and offer a larger selection of channels.

The coaxial cable is capable of carrying a number of channels simultaneously. Many systems operating today carry 20 or more channels. But most of the 48 systems operating in Illinois carry between 12 and 19 channels. Applicants for a franchise here have promised from 20 to 36 channel capacities.

All VHF and UHF signals will be carried by cable. VHF is Very High Frequency, channels 2 thru 13, and UHF is Ultra High Frequency, channels 14 thru 83.

## The Schools May Benefit

The empty channels, those not used for VHF and UHF, will carry local programming and some possibly will be given to the schools and city departments.

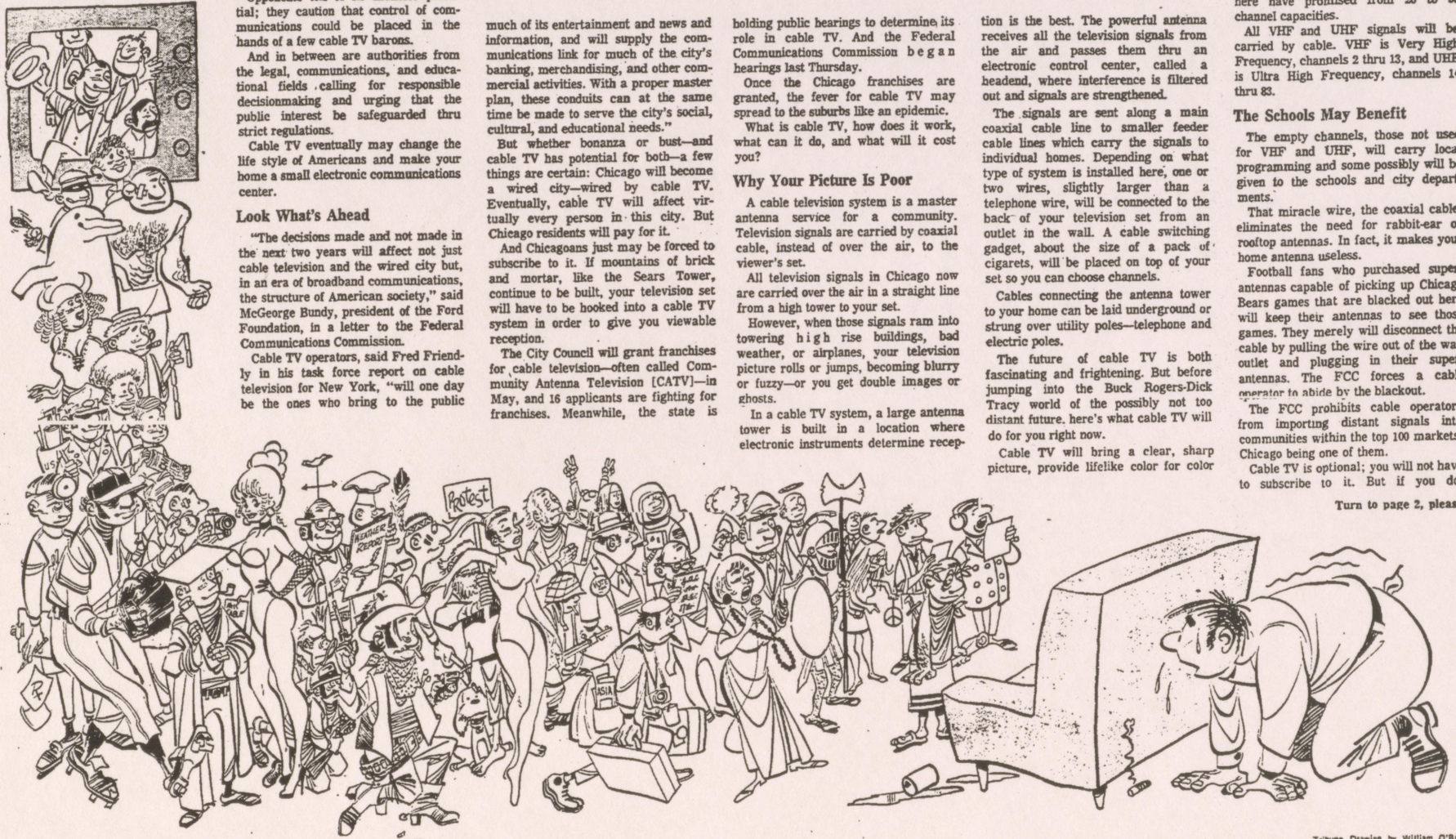
That miracle wire, the coaxial cable, eliminates the need for rabbit-ear or rooftop antennas. In fact, it makes your home antenna useless.

Football fans who purchased super-antennas capable of picking up Chicago Bears games that are blacked out here will keep their antennas to see those games. They merely will disconnect the cable by pulling the wire out of the wall outlet and plugging in their super-antennas. The FCC forces a cable operator to abide by the blackout.

The FCC prohibits cable operators from importing distant signals into communities within the top 100 markets, Chicago being one of them.

Cable TV is optional; you will not have to subscribe to it. But if you do,

Turn to page 2, please



Tribune Drawing by William O'Brien

# Cable Television

Continued from page 1

Installation fees may range from \$9 to \$8. One applicant is offering free installation.

You also will pay a monthly charge. Applicants have suggested monthly charges from \$4 to \$7.50 and from 75 cents to \$1.50 for each additional TV set in your home.

The applicants have suggested fees, the City Council will set the charges in a cable television ordinance. The ordinance will stipulate procedures for increasing charges.

Assuming that initially Chicago will have at least a 20 channel capacity, there will be 10 empty channels. The other 10 will be occupied by UHF and VHF.

Those empty channels offer myriad opportunities for meaningful programs to educate, bridge the communications gap between citizens and public officials, and offer community service and good entertainment from local talent.

"One of cable TV's greatest advantages is its large channel capacity, enabling it to offer programs geared to specific audiences or areas."

## It's a Mystery Now

What Chicagoans are likely to see on those extra channels is a mystery. Many authorities fear cable television will duplicate on those empty channels the programs now fed into homes.

"Heaven help us if we use cable as more of the same," said Dr. Harry J. Skornia, author and professor of communications at the University of Illinois Chicago Circle campus. He said further:

"The oft-repeated cliché that we have the 'best broadcasting system in the world' is true if we mean the most profitable for a few private interests. This description would hold water less if we included deprived minorities or various other public needs. For every bit of news or culture we want, we are subject to 10 times as many bits of commercials, sports, or other things we don't want. That can now be changed."

Those fears have been substantiated in various communities where viewers are subjected to second-rate movies and reruns of shows that never made it the first time.

Local programming, in some systems, consists mainly of weather, news, and traffic reports; coverage of county fairs, PTA meetings, and sports events from Little League to high school; and reports from local officials.

Chicagoans can expect that type of programming and should get it, but it is hoped they will receive much more.

The FCC requires systems with more than 3,500 subscribers to originate local programming. But when asked what they will offer, most applicants here speak in generalities—education, public service, local events and free time for political candidates. That latter offer has perked up many an alderman during City Council public hearings on cable TV.

Some applicants have set aside a channel or two for education and a channel for the city. Others boast that you will view the entire proceedings of a City Council or Board of Education meeting and hear a weekly chat by Mayor Daley from your living room. This could happen.

Only one applicant, the Chicago-based San Jose Cable TV Company, has designed a portfolio of programs and arranged to produce them.

## A Show for Blacks

Among the shows are a series, "Black Is the Color," offering career and job advice and information for black people; a similar show for Spanish-speaking people; a series on educating the retarded child; a program for newcomers stressing homemaking and consumer problems and hygiene; cablecasts from the newsrooms of foreign language newspapers; daily obituaries; and a weekly visit to a Chicago museum or cultural spot.

Across the nation, local police departments have used a cable TV channel as a monitor system. Cameras are strategically located in parts of the community, allowing one or two policemen in central headquarters to oversee traffic conditions, survey the city for crime, and respond immediately to accidents.

Requests for free access to services and a number of channels have come from city department heads, including the Police and Fire Departments; city and suburban public and private schools; the City College; the Public Library; and even the Sanitary District.

Their requests have opened a Pandora's box. Ald. Paul T. Wigoda (46th), chairman of the City Council subcommittee which conducted public hearings and now is drafting the city's ordinance, said 50 per cent of the channels may be requested for these institutions.

Privately, applicants reject Wigoda's suggestion as unrealistic. It is feasible, but applicants would be hit in the pocketbook. The FCC allows cable operators to carry commercials and to lease time on local programming channels not given to cities and schools. The a cable operator's profits are derived from subscribers' fees, they would receive revenue from leasing time.

The not doing so for the sake of applicants, the Independent Voters of Illinois expressed opposition to giving free access to services or channels to schools, city, and public institutions.

Mrs. Marjorie B. Hopper, executive director of Chicago Area School Television Inc., said the ordinance must

specify the number of channels for institutions.

"Experience has shown that CATV operators are more than willing to provide school services in the early stages of their operation, but as the CATV system progresses, economic considerations often cause the school services to be cut short or dropped entirely unless they are safeguarded by law."

## Here's What Could Be Done

The implications of cable TV for education are tremendous. Programming would be designed for the special needs of certain schools or groups of children, individualized instruction would be possible, colleges and schools could be linked together to provide in-service instruction to teachers and special programs for children. Two-way communication by way of cable, which would aid education, now is possible; it is being done. A word of caution is essential: The promises of franchise applicants often advance more rapidly than technology.

You are not going to have two-way communication when cable TV is installed in your home. Right now, the cost is prohibitive.

However, IVO Cable of Illinois, Inc., another Chicago applicant, has said it will install two-way capabilities between many points if it gets a franchise. For example, it may link two institutions, or hospitals, or the Chicago Police Department and its district stations.

It may be 5 to 10 years away, but eventually technology will be developed to cheaply make each home an electronic communications center. Irving Kahn, president of TelePrompTer of New York, the nation's largest cable operator and a Chicago applicant, said

Meadville, Pa., gets 10 out-of-town channels, as well as two channels which are reserved for cablecasting. The cost to subscribers is \$4.95 a month.

that within 20 years present television service would be only 25 per cent of his cable business.

Two-way communications will allow you to sit in your living room and shop for groceries, purchase a dress, or do your banking. You might dial a movie or a play, have your mail delivered over facsimile machines in your home, or hook into a burglar and fire alarm system.

Cable TV eventually may end the day of newspaper carriers. You might dial your facsimile machine for a copy of THE TRIBUNE. It may spit right out of the machine—or you may dial for the sports page, which will appear on your TV screen, which will be much larger than the present one.

However, you may want to dial for the want ad section. All these extra services will cost you money. No one knows how much.

Newspapers will be deeply affected. The FCC has proposed a regulation which would prohibit any newspaper from owning an interest in a cable TV system in the same city in which it publishes. The American Newspaper Publishers Association is fighting the proposal, contending that the FCC is discriminating against newspapers.

The FCC has required cable operators to lease time to a newspaper. Eventually, a newspaper may have to lease an entire channel, in order to distribute its product.

Broadcast stations are being forced to

divest themselves of their cable TV holdings by the FCC. Eventually, the networks could lose advertisers, shows, and viewers to cable TV.

Wigoda said at least four franchises will be granted here. The city would be divided into four or five sections, and a cable operator would receive a franchise for a particular section.

This would make Chicago a four- or five-cable TV system city.

How will the city be divided? Will the ordinance set uniform charges for the entire city?

Will there be switching agreements between the systems? How many channels will be required? How many will be allocated to the city and schools? Will there be program requirements? Will the city require operators to post bonds? What will the length of the franchise be?

The City Council must provide the answers to those questions. Most franchise agreements include many of those provisions.

## Seeks Local Regulations

The FCC has assumed the power to regulate all aspects of cable TV, but prefers to have many of the regulations handled by state or local governments.

Under Illinois law, municipalities are empowered to grant cable TV franchises. They interpret the law to mean they also can regulate cable TV. However, the state, thru the Illinois Commerce Commission, is taking a hard look at cable TV and the way municipalities have handled it.

A bill is being introduced in the Illinois Senate which would give the ICC control over cable TV. The state would receive 10 per cent of the gross revenue from cable systems.

The ICC hearings have aroused the ire of Mayor Daley. He has told the commission to stay out of cable TV. There are many reasons why. The most important is that the city stands to receive, eventually, upward of \$6 million

a year when systems are operating here. But there are many who would like to see the state controlling cable TV. Among them are the Independent Voters of Illinois, the American Civil Liberties Union, and many university professors in the fields of law and communications. They have suggested that the ICC control cable TV as a public utility. This would allow the ICC to regulate rates and profits.

Cable operators and franchise applicants scream at the very thought of public utility status. They argue that incentive for service would be lost if profits are regulated.

## Initial Cost Is High

Initially, the cable operator must spend millions of dollars to establish a cable system. The national average for construction costs in laying cable is \$4,000 a mile. Applicants have estimated it will cost about \$10,000 a mile here. There also will be other construction costs and equipment.

However, the National Cable Television Association estimated that the total annual revenues from the 2,500 cable TV systems now in operation in the United States are about \$300 million. Experts predict this will rise to over \$1.8 billion by 1981.

It will take about 18 months for a system to be established in Chicago and up to four years for it to be completed. There are 1.2 million households in Chicago. Assume 20,000 households subscribe to cable TV and pay an installation charge of \$25 and monthly fees of \$5. The gross revenue would be \$42 million. Assuming the city would get 5 per cent, the city's share amounts to \$2,100,000.

Applicants have offered the city from 4 to 10 per cent of the gross revenues.

During City Council hearings, many aldermen obviously were more impressed with the city's potential share than with what type of system was offered.

Blocked due to copyright.  
See full page image or microfilm.

**CABLE TV CONTROL**

DONALD POMEROY

*Chicago Tribune (1963-Current file): Mar 14, 1971; ProQuest Historical Newspapers Chicago Tribune (1849 - 1985)*  
pg. A4

**CABLE TV CONTROL**

CHICAGO - It really turns my stomach when I read articles about the federal, the state and the city governments all fighting over who is going to get control of the coming cable TV.

They all see its lucrative potential for graft and want to be on the ground floor when it is time to pull plums out of the pie.

The more I see of government, the more disgusted I get with it. Most of our politicians are more interested in filling their pockets and going along with the party than in trying to do what's good for America. DONALD POMEROY

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**Cable TV Sold to Teleprompter**

*Los Angeles Times (1886-Current File); Mar 22, 1971; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)*  
pg. C12

## **Cable TV Sold to Teleprompter**

Teleprompter Corp., New York, has taken over the Newport Beach cable TV system formerly owned by Foote, Cone & Belding Communications Inc., New York.

The Newport Beach acquisition follows Teleprompter's acquisition of the Seal Beach cable TV system, also from Foote, Cone & Belding.

## Entertainment

# Community Cable TV

*(Second of a three-part series on Community Cablevision Co., Newport Beach.)*

Community Cablevision has been bringing original programming to the Irvine communities for three years. It originated its first local program, the University Park student lecture series, in March, 1968, when it had only 800 subscribers. It now has over 2,700 and originates 12 regularly scheduled weekly programs from its Newport Center studios.

Cable TV viewers will be in a position to receive a constantly improved and varied amount of services, in addition to expanded programming in the future, since cable networks will be capable of receiving as well as sending electronic images.

The increased capabilities of the cable itself provide ample room for programs on 20 or more channels, and channel capability is climbing with the advance of technology.

Other possibilities for future cable TV services include using the cable network to order merchandise advertised by local merchants; record and report meter readings to utility companies and provide a bank-by-cable service.

Monitoring homes for burglary or fire is another possible future service of the cable. Members of the police and fire protection committees associated with the Council of the Communities of Irvine have seriously studied the uses of the cable for public safety, and believe it could work effectively.

"Cable TV does not hope to compete with major network programming," said Eugene R. Moon, general manager of Cablevision. "On the contrary, one of cable TV's attractions is its neighborhood focus."

## CITY WILL SET UP CABLE TV AGENCY

Central Regulatory Unit Will  
Be in Franchises Bureau

By FRED FERRETTI

New York City will soon have a central authority to regulate the burgeoning CATV industry within the city. This was assured late Thursday when the Board of Estimate passed unanimously a resolution authorizing establishment of an Office of Telecommunications within the Bureau of Franchises.

As passed, the resolution represents a compromise between Mayor Lindsay's office and the Bureau of Franchises. It is understood that the Mayor favored the concept of an independent Office of Telecommunications but that the Bureau of Franchises, an arm of the Board of Estimate, was insistent upon its right under the city charter to grant and regulate franchises.

The new office will be part of the Bureau of Franchises, but will report directly to the Board of Estimate, according to the resolution.

However, the authority will remain to some extent divided. Morris Tarshis, Director of the Bureau of Franchises, will retain his authority to negotiate franchising contracts under the competitive bidding system devised for CATV. The chief of the Office of Telecommunications will give advice and recommendations, but once contracts are let, he will regulate and enforce their terms.

The City Club of New York had opposed the resolution. The club, with a long record of interest in the city's CATV policy, had proposed a completely independent Office of Telecommunications as well as a "Telecommunications Advisory Council" to advise the office and complete authority for the office to regulate the cable industry. The City Club had asked the Board of Estimate to delay passage of the resolution.

Defenders of the Board action contend, however, that passage of the resolution in no way inhibits the power of the chief of the Telecommunications Office to form an advisory council.

### Plan Asked Last July

The resolution is the result of the mandate given the Bureau of Franchises last July to formulate a plan for the establishment of an Office of Telecommunications. This came at the same time that the city approved the grant of its first two long-term TV cable franchises to Teleprompter Corporation and to Manhattan Cable Television, whose areas divide Manhattan. The Board of Estimate said then that the remainder of the city would be divided into cable TV districts and awarded on a competitive basis.

The new office will administer the CATV regulations as set down by the Board of Estimate, and, according to the resolution, "generally function as the representative of the Board for CATV and related television matters." This has been interpreted to mean that the whole range of broad band communications, including two-way capabilities, will come under the new Telecommunications Office chief.

The office is charged with issuing rules and regulations for the construction, operation and maintenance of CATV systems; and for their "improvement and upgrading to conform with the latest technological advances." It also will plan, with the cooperation of the Director of Franchises, the system of competitive bidding to be used outside of Manhattan. Manhattan Cable and Teleprompter have 20-year franchises granted last July, non-competitively.

In the resolution there is no timetable set up for the physical establishment of the Office, or the appointment of its chief. A spokesman for the Board of Estimate said yesterday, however, "that a search is on."

**Profits of Cable TV Not Great, Says Analyst**  
*Chicago Tribune (1963-Current file); Apr 8, 1971; ProQuest Historical Newspapers Chicago Tribune (1849 - 1985)*  
pg. A5

## **Profits of Cable TV Not Great, Says Analyst**

The financial potential of cable television has been overestimated, Paul T. Kagan, publisher of an analytical newsletter on the economics of cable TV, testified yesterday.

Because profits from a cable TV system are small, operators have difficulty borrowing money for investment, Kagan told an Illinois Commerce Commission hearing. He advocated a special public utility status for cable TV, which would attract investors. However, Kagan later said he was against any regulation on rates and profits, which are two aspects of public utility status.

"Cable television is not the golden goose people have been led to believe," Kagan said, speaking at length about the huge cost of constructing a system. After a system is operating, however, revenues will increase greatly, he said. Kagan was the only witness to testify yesterday before the ICC's public hearings to determine whether the state should control cable TV. The hearings resume today.

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## Jersey Assembly Votes a Halt To New Cable TV Franchises

By RONALD SULLIVAN  
Special to The New York Times

TRENTON, April 29 — Reacting to charges of illegal shake-downs and other widespread irregularities in the rapidly expanding cable television industry, the New Jersey Assembly tonight unanimously approved a one-year moratorium on local cable television franchise awards.

Supporters of the moratorium said it was intended to give the Legislature enough time to formulate a new system of cable television policies and regulations in New Jersey.

The Center for Analysis of Public Issues, a private, non-profit consumer-oriented research organization in Princeton that patterns its work after Ralph Nader, the consumer advocate, described the moratorium today as a "break-through."

Richard C. Leone, the center's executive director who originally proposed the moratorium last month, said that it "means that for the first time we will have an opportunity to protect the public interest and stop throwing away the future of cable television in New Jersey and the rest of the country."

### Present Franchises Unaffected

Assemblyman Harold C. Hollenbeck, a Bergen County Republican and chairman of the Assembly's Committee on Transportation and Public Utilities, said: "It's a shame we have to pass legislation like this."

But he went on to say that the Legislature had no choice in the face of the "fragmented mish-mash" of cable television at the local level.

The moratorium's legislative sponsor, Assemblyman Karl Weidel, a Mercer County Republican, said, "If we don't do something now, we won't have anything to regulate later."

In the absence of state regulation, each of New Jersey's 567 municipalities has the power to negotiate individual cable

television contracts. Nearly 150 of them have already done so, many without any public bidding. These franchises would not be affected by a moratorium. However, applications and pending decisions would be.

After a legislative hearing here two weeks ago, Mr. Hollenbeck requested an investigation of the industry by the State Commission of Investigation. His request came after a witness testified that public officials from two Monmouth County communities had attempted to extort \$8,500 in return for awarding cable television franchises. Another witness testified that he was asked for a bribe in Morris County.

Earlier, on May 25, the Mercer County grand jury here indicted four present and former Trenton city officials on charges of extorting \$50,000 from the Teleprompter Corporation, the country's largest cable television company.

Teleprompter's recent president, Irving Kahn, was named as a co-conspirator.

## ▶ Advertising/Marketing

# Cable TV Offers Unlimited Potential

BY ALLAN JAKLICH

New Yorkers, before CATV was offered, had 11 free, broadcast television channels to choose from. [The Federal Communications Commission estimates that "free" TV actually costs set owners about \$23 a year in increased prices of advertised goods.]



Jaklich

Yet more than 60,000 New York TV owners have now signed up for additional CATV channels and nationally, the number of CATV subscribers increases 20 per cent annually.

### Expect Something Different

The 16 applicants for the Chicago CATV franchise(s) expect as much success. So whether signals are picked up from far away stations via antenna or produced locally, are sent thru buried coaxial cables or those strung on telephone poles, CATV will be available here, maybe as soon as summer, 1972.

Tom Anderson, president of F.C.B. Cablevision, Inc., one of the applicants, said viewers shouldn't expect network type shows.

"The problem of modern CATV [the first community antenna TV system was established 20 years ago]," he said, "is the cost of producing programs."

### Offer Greater Number

Unlike broadcast TV which operates in a certain frequency spectrum and therefore is limited to the number of channels it can offer, CATV is potentially unlimited to the number of channels which can be sent into a home.

For CATV subscribers, a small box attached to the TV will enable a viewer to dial

any of 20 or more programs. But, Anderson said, they are likely to be "neighborhood" type programs.

"Broadcast [network and UHF] TV can do some jobs better than CATV, "which only reaches subscribers and not all TV sets," Anderson said. "WGN may do a better job of announcing major league baseball scores but CATV could actually 'broadcast' local Little League games. What's more, CATV could show the games an hour after they are played, so the players and their families can watch them."

Because CATV uses a cable to each subscriber home, instead of a shotgun-like signal broadcast to the entire Chicago area, Anderson said parts of the city and suburbs can be thought of as a series of neighborhoods, each receiving programs of local interest.

### Time Too Costly

The ability to reach one or more "neighborhoods" would make CATV a natural for political programs during local elections. Broadcast TV time is too costly, too scarce and has too broad a coverage for most local politicians.

CATV station owners worried about how to fill the program time may turn to local issues, which require little in production costs.

To Anderson, "CATV is a system to see if the town meeting approach to local government really works." For example, a Chicago City Council meeting might be broadcast at an advertiser cost of \$50 an hour, he said. How many of those meetings a CATV subscriber can take, is yet to be answered.

Minority group and teen programming also is possible. In F.C.B.'s Pueblo, Colo. system the Mexican-Americans there put together a sponsored show called "Reflectos," which aims to communicate Chicano atti-

tudes to the white community. In other communities, high school sports events are being broadcast to interested subscribers.

Tomorrow: How CATV will compete with other media for advertising dollars.

## Magazines

Psychology Today announced its advertising revenue increased 80 per cent to \$918,250 in the first six months of 1971. Ad pages increased 31 per cent from first half 1970, to 170.

## Events

The Sales and Marketing Executives of Chicago, in conjunction with the Practical Management Associates, presents a one-day, \$30 seminar on "Motivation and Discipline" Thursday at the O'Hare Holiday Inn in Schiller Park. For reservations, call David Staas at 345-4919.

## Kalamazoo Merger

Wm. John Upjohn Associates, Kalamazoo, Mich.-based ad agency, and Sequoia Press, Inc., of the same city, have

merged to form, not Upjohn Sequoia, but Communications Technics Center, Inc., to provide advertising, marketing, design, printing, publications, public relations, and business consulting services. William Upjohn, chairman of the agency, becomes chairman of the new firm.

**FCC Pondering Cable TV Rules, Says Burch**

*Los Angeles Times (1886-Current File); May 14, 1971; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985)*  
pg. G18

## FCC Pondering Cable TV Rules, Says Burch

WASHINGTON (AP)—The chairman of the Federal Communications Commission says deliberations on new rules governing cable television have started and he hopes the FCC will have a draft ready by the end of May.

Dean Burch encountered dozens of questions about the five-year holdup on cable television marketing

and operating decisions when he testified before a House committee.

"I personally feel we have to make a due recognition of distinctions between the various markets," Burch said.

"Fragmentation already exists in, say, Los Angeles and New York," he added.

"I'm inclined toward something in the nature of

an experiment, where we would not make a commitment toward the rest of the United States," Burch said.

Rep. Lionel Van Deerlin (D-Calif.) said the five-year freeze has prevented cable TV from proving whether its promise of exotic living room programming can really be kept.

"Can you give me a good Arizonian's guess as to when we might have some breaking of this logjam?" Rep. Van Deerlin asked Burch.

"It is my hope that the commission will have

made concrete proposals by the end of May but I do not know how these will be handled by Congress."

Rep. William L. Springer (R-Ill.) said he had encouraged and nurtured along cable television years ago but now is disappointed at the direction it seems to be taking.

Rep. James M. Collins (R-Tex.) questioned giving the public too many TV outlets in a given area because he said it would undermine the stability of existing stations.

## FCC Suspends Rules Requiring Cable TV To Originate Programs

Review by Supreme Court Sought  
Following Judicial Decision That  
Agency Lacks Such Authority

*By a WALL STREET JOURNAL Staff Reporter*

WASHINGTON—The Federal Communications Commission suspended, pending further judicial review, FCC regulations requiring cable television systems to originate at least part of their own programming.

The action follows a ruling last week by a federal district court in St. Louis that the commission lacks authority to require such program originations.

The commission said it will ask Solicitor General Erwin N. Griswold to seek review of the ruling by the Supreme Court. But even if the Supreme Court agrees to review the case, it probably wouldn't be able to hear arguments until sometime next spring.

At issue is an FCC order issued Oct. 23, 1969, that requires community antenna television, or CATV, systems with more than 3,500 subscribers to start their own programs by April 1 of this year. CATV systems traditionally operate by picking television signals out of the air, amplifying them and sending them by cable to home subscribers.

Midwest Video Corp., which operates CATV outlets in Missouri, New Mexico and Texas, had appealed the FCC order. In setting it aside, the St. Louis court said the compulsory origination rule goes "far beyond the regulatory power" of the commission.

The court went on to say that there isn't any consensus on what size CATV systems should be required to originate programs and that the FCC had arbitrarily adopted the 3,500 subscribers as a cutoff point.

The FCC noted that its suspension of the origination rules doesn't affect the right of CATV systems to originate programming on a voluntary basis or to make channels available to local citizens for programming.



## Cable TV Firm Gets Time to Begin Service

INGLEWOOD — Cablecom General received a reprieve in its threatened revocation of an exclusive franchise to provide cable television service to the city.

On motion of Mayor Merie Mergell the City Council approved continuing Cablecom's franchise until Nov. 1 so long as it is providing service to at least a portion of the city by that date.

At a hearing two weeks ago councilmen heard testimony about the status of the franchise and claims that the firm had failed to live up to its agreement. Councilmen have the option of revoking the franchise for failure to perform.

But Mergell handed Cablecom some unwelcome competition when he moved that Cablecom's monopoly be ended and that the council grant a franchise to at least one other cable television firm.

A hearing to receive applications for a second franchise will be held by the council at 7:30 p.m. Tuesday, June 1.

# Cable TV Tax Urged In District

By Joseph D. Whitaker  
Washington Post Staff Writer

A tax on closed circuit television programming was recommended to Del. Walter E. Fauntroy last night as a prime source of raising revenue to finance home rule in the District of Columbia.

York Van Nixon, of the D.C. Boxing Commission, said Washington loses thousands of dollars each year by not charging a tax on closed circuit programs in theaters and auditoriums here.

Nixon was among 214 residents of ward 2 who attended Fauntroy's final session of neighborhood home rule hearings held at the Armstrong Adult Education Center at 1st and O Streets NW. Fauntroy has held hearings in each of the city's eight election wards to provide residents an opportunity to contribute to his home rule proposal.

Several of the 18 people who testified last night criticized Fauntroy for including in his proposed bill a section that allows Congress to maintain the right to overrule legislation passed by D.C. officials.

Two other witnesses, Chauncy Thomas, who appeared on the witness list as a citizen, and Absalam Jordan, representing the Black United Front, criticized Fauntroy for cutting short their testimonies on statehood, which exceeded the 5-minute time limit.

Thomas, who had testified in favor of statehood at two previous hearings, brought back issues of Washington newspapers with him last night as evidence that home rule has been attempted "28 times in the last 37 years.

"We've gone this route too many times already," Thomas said. "Statehood is the only way we can truly achieve self-government."

Fauntroy and Thomas briefly debated home rule and statehood, as they had done at previous meetings, before Thomas was asked to relinquish the microphone to the next speaker.

## VIACOM RECEIVES C.B.S.'S CABLE TV

Divestment by Broadcaster  
Ordered by F.C.C.

The Columbia Broadcasting System, Inc., formally divested itself yesterday of its cable television and TV syndication operations by transferring them to Viacom, Inc., and mailing 3,791,000 shares of Viacom stock to C.B.S. shareholders of record last Dec. 17.

The distribution of the Via-

Merger  
News

com stock was made on the basis of one share of Viacom for each seven shares of C.B.S. stock held.

Viacom will start with an estimated 70,000 shareholders, according to a C.B.S. spokesman.

Viacom's shares, which have been trading on a "when-distributed" basis on the New York Stock Exchange since late last year, closed yesterday at 18 $\frac{1}{4}$ , up  $\frac{1}{2}$ .

Viacom was formed by C.B.S. last summer to comply with Federal Communications Commission regulations preventing television networks from owning cable TV systems and barring them from syndicating TV programs in this country. The F.C.C. conditionally approved the spinoff Thursday.

On a pro-forma basis, Viacom's gross in the 12 months to Jan. 31, 1971, was \$19,799,000 and its net income was \$1.8-million. For the first quarter this year, its gross was \$4,474,000 and net income was \$305,000.

### Northrop Buys Wilcox Division From American Standard, Inc.

The Northrop Corporation announced yesterday it had purchased for cash the assets of the Wilcox division of American Standard, Inc., and all the stock of its international sales affiliate, World Wide Wilcox, Inc. Northrop declined to disclose the amount of cash involved.

Northrop said the acquisition was in line with its program of increasing its commercial and nonmilitary business. The Wilcox division and World Wide Wilcox are primarily engaged in the commercial aviation communication and navigation business. Combined sales of the two organizations were more than \$15-million in 1970.

Under their new ownership the two organizations will be known as Wilcox Electric, Inc., and will report to Harrison Van Aken, a Northrop vice president who also is president of Hallicrafters, Inc., a Northrop subsidiary.

### Cinerama Ends Talks on Sale Of Stock to Newport Industries

Cinerama, Inc., said yesterday it had terminated negotiations relating to its previously announced agreement to sell three million shares of its stock

to Newport Industries and the five-year option it proposed to give Newport to acquire an additional one million shares. The purchase price in both instances would have been \$3.12 $\frac{1}{2}$  a share. Newport Industries is a wholly owned subsidiary of National Bulk Carriers, Inc.

### Trust Co. of Ocean County Rejects United Jersey Banks

United Jersey Banks, a holding company whose five member banks have resources approaching \$1-billion, said yesterday that shareholders of the Trust Company of Ocean County in Lakewood, N. J., had voted against a proposed affiliation with United.

The affiliation had been approved unanimously by Trust Company's board last February, United said, but later was opposed by Jack Goldstein, Trust Company's chairman.

**Head of Cable TV Unit Resigns**

*New York Times (1857-Current file)*; Jun 10, 1971; ProQuest Historical Newspapers The New York Times (1851 - 2003)  
pg. 28

**Head of Cable TV Unit Resigns**

WASHINGTON, June 9 (AP)  
—Donald V. Taverner resigned yesterday as president of the National Cable Television Association, effective Dec. 31. The association said Mr. Taverner submitted his resignation at a board meeting. No reason was given.

# FCC Offers New Cable TV Plan

(New York Times News Service)  
WASHINGTON, June 15 — Dean Burch, the chairman of the Federal Communications Commission, proposed today to stimulate a gradual expansion of cable television by letting cable systems offer at least two out-of-town TV channels to their local subscribers.

Burch's new cable plan, which represents an informal consensus of the seven-member FCC, would guarantee cable viewers a choice of three network-affiliated stations and three independent commercial outlets in the 50 largest markets where the bulk of the national TV audience lives.

#### Minimums Proposed

In the next 50 largest markets, from Oklahoma City down the list to Terre Haute, Ind., the plan would allow a minimum cable offering of three networks and two independents.

In smaller cities, many of which now have only one or two broadcast stations, cable could import out-of-town signals to fill a complement of three network stations and one independent.

In New York City, which already has three network affiliates and five independents on the air, cable systems could offer two additional "distant signals"—perhaps, for example, a movie from a Philadelphia station and a hockey game from Chicago—for a total offering of 10 commercial channels.

#### Relaxations of Bans

Burch said that relaxation of the long-standing ban against importation of out-of-town signals into the larger markets would add sufficiently to cable TV's attractiveness to get the languishing industry "off the ground."

At the same time he said it is not such a radical change as to threaten the prosperity of the conventional over-the-air broadcasting industry. Further, he said, the ultimate success of cable television would still rest on the development of services that are not dependent on broadcasting—including original entertainment programming, coverage of local affairs, rental of channels to new commercial markets, and such exotic cable uses as the delivery of facsimile copies of newspapers.

The distant-signal question, Burch noted, is still the thorniest riddle in the general cable question that has faced the FCC for more than a decade.

#### Aids Remote Areas

The cable industry, which grew to its present size primarily as an aid to reception in remote areas, sees the exploitation of distant signals as the key to urban expansion—a prior condition of any development of its more important potential. The broadcasting industry, on the contrary, looks on out-of-town channels as parasitic competition.

The new FCC plan, Burch told the communications subcommittee of the Senate Commerce Committee, "seems to us a reasonable compromise. We would not permit any area to be flooded with distant signals. There would be a minimum of needed service and, at the same time, the minimum needed to permit cable's development. Broadcasting would not be undermined."

A spokesman for the National Association of Broadcasters commented this evening, "we have opposed cable importation of distant signals. Nothing in the hearing today changes our thinking about that."

## Nixon Names Panel to Fix Cable TV Policies

WASHINGTON (AP) — President Nixon named a White House committee Wednesday to chart policy for the cable television industry.

A presidential spokesman viewed the role of the new panel as a forum for forming recommendations.

The new panel will be headed by Caly T. Whitehead, director of the White House's office of telecommunications policy.

Cable TV has made increasing inroads in recent years as a rival to conventional TV broadcasts, opening a broad range of economic disputes.

The White House said Nixon, in naming the panel, "wishes to avoid in

the field of television that instability which technological change has caused in some of our heavily regulated industries."

Whitehead's panel was told to chart policy ideas that would permit full development of cable TV's potential without serious disruption of existing television service.

The Federal Communications Commission is already deeply involved in cable TV questions. A White House spokesman said the committee's recommendations will be available to the FCC as well as to Congress.

Serving on the seven-man panel with Whitehead will be three Cabinet members, Secretary of Commerce Maurice H. Stans, Secretary of Housing George Romney and Secretary of Health, Education and Welfare Elliot L. Richardson.

Also named were three White House aides: Robert H. Finch, Leonard Garment and Herbert G. Klein.

### **NIXON NAMES PANEL ON CABLE TV POLICY**

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White House Joins Cable TV Controversy As Nixon Appoints Panel to Develop Policy  
*Wall Street Journal* (1889-Current file); Jun 24, 1971; ProQuest Historical Newspapers The Wall Street Journal (1889  
pg. 14

## White House Joins Cable TV Controversy As Nixon Appoints Panel to Develop Policy

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — The White House stepped into the growing controversy over the future of cable television.

President Nixon appointed a high-level committee to develop proposals for a "comprehensive policy" for CATV. The White House said the President wants to avoid in the TV field "that instability which technological change has caused in some of our heavily regulated industries."

"A number of complex issues must be resolved," the White House statement continued, "if cable TV is to grow in an orderly way and without serious disruption of existing television service."

Commercial TV broadcasters feel threatened by cable TV companies, which transmit signals between distant cities off the air or over microwave circuits and sell the programs by wire to home subscribers. Broadcasters say this service cuts into their audience, thus making them less attractive to advertisers.

The Federal Communications Commission has been trying for some time to develop a policy for cable TV. Earlier this month, it outlined to Congress some possible rules for governing the growth of the industry. Commission Chairman Dean Burch said the new rules should be ready before Congress quits for its August vacation.

Sen. John Pastore (D., R.I.), chairman of the Senate Communications Subcommittee, warned the commissioners against being too easy on cable TV lest it ruin commercial TV.

Mr. Pastore also asked the commission to show the subpanel the proposed new rules before making them final.

If Congress doesn't like the FCC's rules, it can pass laws delaying or changing them. By appointing an administration committee to develop a cable TV policy, Mr. Nixon served notice that he, too, wants a say in the future of the industry, much as he did earlier with regard to the future of domestic communications satellites.

When the FCC proposed letting the Communications Satellite Corp., manager of the international satellite system, establish a pilot system for the U.S., Mr. Nixon suggested instead that the field be thrown open to all comers. The FCC then changed course and agreed to let anyone apply. The commission has yet to act on the applications.

The President's committee will be chaired by Clay T. Whitehead, director of the Office of Telecommunications Policy. Mr. Whitehead's office has been reviewing cable TV problems for several months and will, according to the White House, serve as "the focal point" of the committee's deliberations.

Other committee members are: Elliot Richardson, Secretary of Health, Education and Welfare; George Romney, Secretary of Housing and Urban Development; Maurice Stans, Secretary of Commerce; Robert Finch, counselor to the President; Leonard Garment, special consultant to the President, and Herbert Klein, director of communications for the Executive Branch.

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## ACLU Drafts Code to Govern Cable TV

A proposed model code governing cable television was submitted to the Illinois Commerce Commission yesterday by the Illinois Division of the American Civil Liberties Union.

Under the proposed code the commission would regulate cable TV "essentially in the same manner as the telephone company is supposed to be," said Jerrold Oppenheim, ACLU staff counsel who directed research in preparing the code.

### "A Public Utility"

"Cable television must be a public utility with regulated rates, a limited secure return, channel capacity constantly maintained ahead of present demand and common carriage," Oppenheim said.

"Cable TV's public utility rates must be reasonable and non-discriminatory. It must operate on a first-come, first-served basis, and it must always be able to accommodate every customer for both service and access to distribution lines."

### Conducted Hearings

The commission has conducted hearings on whether the ICC can and should regulate cable TV.

The City Council also has held hearings and has "letters of interest" from groups seeking to operate cable TV in Chicago.

Several dozen cable TV systems currently are operated in Illinois outside Chicago.

**McClellan Asks Cable TV Rules**  
*The Washington Post, Times Herald (1959-1973); Jul 8, 1971; ProQuest Historical Newspapers The Washington Post (18*  
pg. E2

## **McClellan Asks Cable TV Rules**

**Reuter**

The chairman of the Senate Patents and Copyrights Committee, Sen. John McClellan (D-Ark.), yesterday called for immediate Federal Communications Commission action on its pending rules governing the growth of cable television.

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## Cable TV Conferees See Wide Gains but a Delay

By CHRISTOPHER LYDON Special to The New York Times

New York Times (1857-Current file); Jul 12, 1971; ProQuest Historical Newspapers The New York Times (1851 - 2003)

pg. 55

# Cable TV Conferees See Wide Gains but a Delay

By CHRISTOPHER LYDON  
Special to The New York Times

WASHINGTON, July 11 — The future of cable television has ducked behind a new set of clouds.

At the close of the National Cable Television Association convention here this weekend, there was a new feeling of warmth toward the Federal Communications Commission, which had long blocked cable's penetration of big-city markets but now stands on the verge of liberating it.

Under the new F.C.C. rules that are due later this month, cable systems could deliver to their subscribers at least two out-of-town channels. The new rules will also impose burdens—a requirement, for example, that cable operators install one open public-access channel for each channel they devote to broadcast relays.

But over-all, the cable industry sees dramatic gains in the F.C.C. package and believes that the chance of broadcasting two otherwise unavailable

programs will sell its services in the top 100 markets—the cities where most of the American audience lives but where the importation of distant signals has heretofore been banned.

But just as the F.C.C. prepared to act, Congress and the White House have reasserted their interest in cable. And though they say they want only to help develop a sound policy, their intervention will certainly delay the changes that the cable industry desires.

Senator John L. McClellan, Democrat of Arkansas, and long a friend of the cable industry, charged at the convention that the threats to delay the F.C.C. policy were political.

Senator McClellan referred not only to the traditional opposition of broadcasters, who picture the cable industry's prospering at their expense on the resale of free broadcast signals, but he also referred to the general feeling in the cable industry that President Nixon's intervention, coming close to the start of an election year, was a pointed reminder to broadcasters that they need a friend in the White House.

### Committee Appraised

Senator McClellan observed disapprovingly that the six-man committee President Nixon has appointed to review cable policy has more experience in politics than in the tangled issues of communications and regulation. The committee members are:

Robert H. Finch, a White House counselor and political confidant; Leonard Garment, a specialist in television advertising in Mr. Nixon's 1968 campaign and now a consultant to

the President; Herbert G. Klein, the White House Director of Communications; and Cabinet Secretaries Maurice H. Stans of Commerce, George Romney of Housing and Urban Development; and Elliot L. Richardson of Health, Education and Welfare.

Clay T. Whitehead, the Director of the White House Office of Telecommunications Policy, who will coordinate the cable committee's work, told the convention Thursday evening that "the purpose of establishing the committee is not, as some have suggested, to delay the growth of cable, but to accelerate the development of policy."

### Regulations Scored

Mr. Whitehead contends that the F.C.C. is too mired in the minutiae of regulation to deal with the sweeping significance of cable policy formation.

Though cable systems have served until now primarily as an alternate means of delivering over-the-air broadcast signals, he observed in an interview this weekend, cable promises a revolutionary diversity and a fundamentally new system of communication.

Accordingly, he insists it is only right that the White House take an interest, and he believes that no general policy should be implemented until it is debated and approved in Congress.

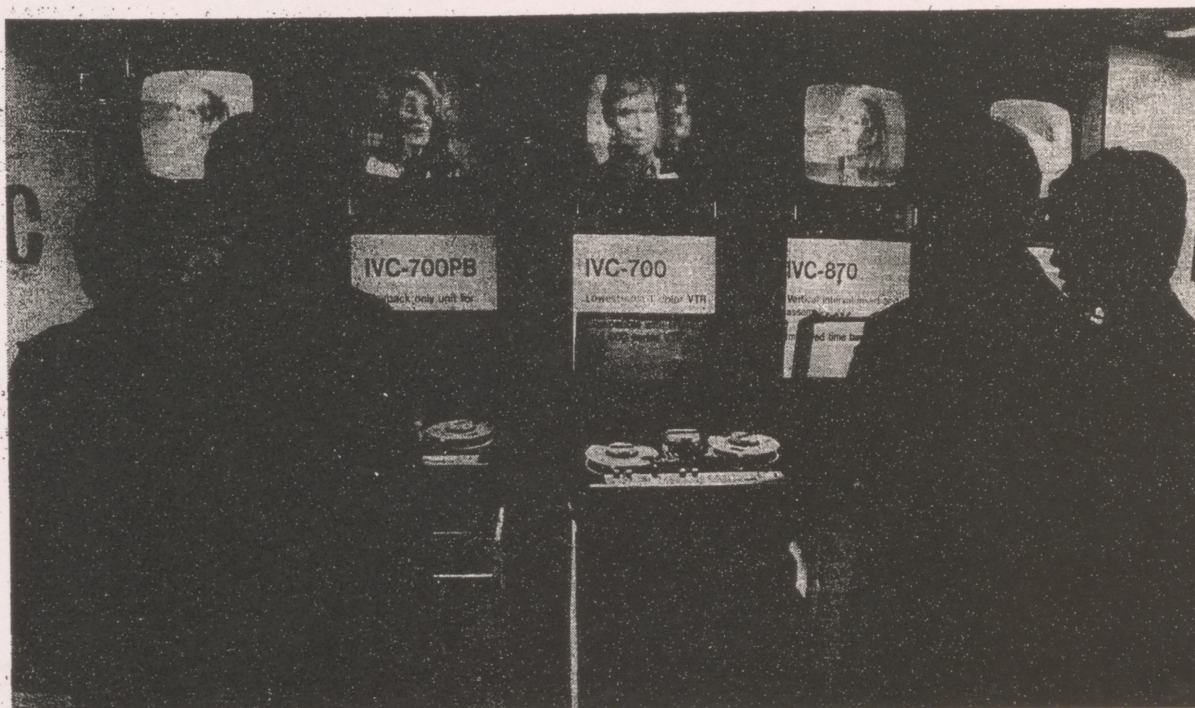
No one has challenged his estimate of cable policy's importance or difficulty. "The only thing that comes close to it," said Mr. Whitehead, speaking of cable's complexity, "is the strategic nuclear problem."

Yet the cable industry, and for the first time a majority at the F.C.C., put a higher premium on action.

# Cable TV and the Technological Revolution

By Alan M. Kriegsman

The Washington Post, Times Herald (1959-1973); Jul 12, 1971; ProQuest Historical Newspapers The Washington Post (1877 - 1990) pg. B1



National Cable Television Association conventioners watch videotape playbacks on specially-set-up TV channels. Washington Post

## Cable TV and the Technological Revolution

By Alan M. Kriegsman  
Today the Tube, tomorrow the Cable? It appears likely that the next technological revolution to overwhelm and transform life as we know it—for good or ill, who can tell?—will be cable television.

The supposition gains force from the recently concluded Washington convention of the National Cable Television Association. The meetings found some 5,000 cablecasters and assorted cronies buzzing in anticipation of a breakthrough they consider both inevitable and imminent.

One of the most exciting prospects of cable—and perhaps, as FCC chairman Dean Burch suggested to the NCTA assembly, the key to its public service potential—is what the pros call "two-way capability," i.e., the chance for the viewer to get a word—or a number, or a picture, or an idea—in edgewise.

Two decades ago when the field was in its infancy, the great boon of cable transmission, as opposed to broadcasting, was thought to be improved signal reception, particularly for remote areas and in difficult terrain. By now, this has come to seem a minor dividend. Sights have been raised to far loftier goals—not just better signals, but better television. The real promise of cable is seen to lie in its virtually unlimited channel capacity.

The hope is, of course, that the plurality of channels will lead to, or at least encourage, a diversity of high quality programming. Presumably, the beneficiaries will not be the mass, common-denominator audience dear to the networks,

relating to their needs and interests.

One means of achieving these goals is through so-called public access, or "soap box," channels, of which two are already operational in New York City.

These are ordinary television channels that are thrown open to all comers who can say and do what

they want, so long as it is within the law.

But a far broader spectrum of possibilities can be broached through two-way, or "interactive," television. Two-way systems imply a reciprocal exchange of information. A TV-station can send audio and video signals to you, the receiver, as in

ordinary television transmission, cable or broadcast mission, cable or broadcast.

But in addition, you become a sender, transmitting pictures, speech, written or printed material or computer instructions to a distant receiving station, which might be a television studio or else a school, a store, an employment agency, a doctor's office, a friend's home,

as government agency—you name it. In 1967, speculation upon the evolution of electronic communications "10 or 20 years hence," Nicholas Johnson wrote: "The list of spectacular uses is, of course, endless: picture phones, home printing facilities for facsimile newspapers, teaching machines, banking and shopping from the living room, vast data retrieval systems and video tape libraries capable of flashing out infinite numbers of selections at the option of home viewers.

"We might hypothesize a cable, video tape library, computer retrieval, closed-circuit television combination. Such a system would make it possible for a television viewer to select his own program when he wanted to see it, from a tape library perhaps hundreds of miles distant. He would make connection with the 'library' by 'telephone'—using the proper number code on his 'touch tone' computer-connector telephone. He would identify himself, by number, to the library's computer.

"He would either select from printed catalogs the number of the video tape he wished to see or, more likely, ask for a visual display on his home screen of a sampling of titles. The automatic library would then select the designated tape and send it to his home by cable—Instantaneously or at some future time designated by the viewer. Perhaps the viewer would simply record it on his home video tape recorder while watching, and keep his own copy of the tape."

As it turns out, the wait is

See CATV, B2, Col. 1

# CATV: Exciting

## Prospects

CATV, From Efficient electronic cocoon

apt to be much less than 20 which would "service" every or even 10, years. The hard individual need and desire ware is available now. Last automatically, and by the Tuesday, just before the same token, remove all post-start of the NCTA conven-sibility of human contact extion, the MITRE Corpora-cept from one "terminal" to tion, a non-profit researchanother.

and development outfit, Like every other scientific demonstrated a two-way, advance, cable harbors with- interactive video system, in it the seeds of both utopia using the Reston, Va., cable and nightmare. On the posi- hook-up. It corresponded, tive side, the two-way aspect point-to-point in almost, could be a way of counter- every detail to Johnson's, acting the passivity of video fancied projection, includ- experience thus far, and of ing a two-way "math les, making telecommunication son" conducted between the viewer and a mini-computer, a focus for communal partic-

MITRE hopes soon to em-ipation on a scale never be- bark upon the design of anfore possible. In any event, economically feasible, citythe how and why of cable wide system of this kind, usage is likely to present possibly for trial operation one of the greatest challeng- in Washington in the nexters of all to human ingenu- half decade or so. At theity and creativity over the NCTA convention itself, a next half century.

number of equipment manu- facturers were hawking a variety of similar or related systems. In Dennis Port, Mass., the Rediffusion Group has installed a system called "Dial-a-Program," which offers not only a potential of over 100 channels, but a highly versatile two-way performance capability. And in Overland Park, Kan., a two-way experimental system featuring teaching, shopping, burglar alarm and opinion survey is an ongoing reality. Ancillary hardware of all kinds is being developed at a dizzying rate. RCA demonstrated a picture-storage device enabling a viewer to freeze and replay a video image. Telestrator Industries exhibited a system for recording graphic designs or lettering directly on a video screen.

Add to all this the hint dropped by Burch to the NCTA that the FCC may actually make two-way capability a requirement for all new cable systems in densely populated areas, and you can see why he also exclaimed that "remote control" living is more than just a pipe dream.

But that brings us to the negative vibrations. Some of the eventualities one can easily conceive are pretty scary. The first thing that pops to mind is the Big Brother syndrome—the spectre of endless banks of audio-visual monitors (shades of "THX") peeping and tapping us into a state of perpetual fear, inertia and servitude. Equally disturbing is the thought of the sterile, inhuman isolation the "wired nation" may bring about. How simple it is to envision a complete self-suf-

**Time, Inc., Expansion Includes Cable TV, Travel Club, Magazines**

By Heidi Schulman

*The Washington Post, Times Herald (1959-1973); Jul 26, 1971; ProQuest Historical Newspapers The Washington Post (pg. D10*

# **Time, Inc., Expansion Includes Cable TV, Travel Club, Magazines**

By Heidi Schulman

Reuter

NEW YORK—Time Inc., working in a climate not currently sympathetic to the pressures of magazine publishing, seems to be focusing some efforts on other, more potentially profitable areas, while waiting for magazine revenues to pick up.

Time wants to be involved in all forms of communications, chairman Andrew Heiskell said in an interview. But the impact of Time's diversification plans are still a long way off. Its cable television operations for example, will have "only

a slight impact on results for 1972," Heiskell noted.

The company has a 49 per cent interest in Manhattan Cable Television Co., and plans to increase ownership in the future by exercising options as they come due. Far off, too, is the audio and video-cassette business which Heiskell says will have a "significant impact," but not until 1973.

The company is also experimenting with plans for a travel club, in which it would advise people on their vacation plans.

Expansion plans for the magazine division are still in progress. The company is

testing "three or four" new magazines, with two of them to be market-tested at year-end. Heiskell would not elaborate.

He said Life Magazine, which had a 1970 loss estimated by some analysts, but not the company, at between \$10 and \$20 million, "will have a loss smaller than last year" for 1971.

He said Fortune, which took a beating last year, is picking up, while Sports Illustrated is doing better so far in the third quarter.

The company sees some pick-up in spending by advertisers "but not much" revenue. Additionally, it is benefiting from a 10 per cent gain in tobacco advertising revenues.

The company has no plans to boost subscription prices "but we're forever testing. If I thought I could get more money I would," Heiskell said, "but I don't."

Total advertising pages run this year have been rather flat—with results to July 17 of Time: 1,494 pages vs. 1,416; Life: 1,047 vs. 1,113; Sports Illustrated: 1,269 vs. 1,058.

FCC Proposes New Cable TV Policies  
*Chicago Tribune (1963-Current file); Aug 6, 1971; ProQuest Historical Newspapers Chicago Tribune (1849 - 1985)*  
pg. A2

## FCC Proposes New Cable TV Policies

WASHINGTON, Aug. 5 (AP) — A long-awaited policy designed to expand and encourage cable television without unduly hurting conventional broadcasting was announced today by the Federal Communication Commission.

The FCC outlined its cable television policy to reporters after submitting it to detailed form to committees of the House and Senate.

The policy sets forth a 35-mile radius for each viewing and listening market. All cable systems would have to carry the signals of all stations within 35 miles.

Where markets overlap, signals would have to be carried in an adjacent market if there

is no significant over-the-air viewing of the signal in that cable community.

In the 50 largest television markets, the minimum standard for cable systems would be three full network stations and three independent stations. In the next 50 markets the minimum requirements would be three network and two independent stations.

Systems in all the 100 largest markets would be permitted to carry two distant signals, which FCC Chairman Dean Burch said "is the guts of the document because we recognize that the importation of distant signals will be required to enable the hoped-for benefits of cable to become a reality."

**FCC Moves to Promote Cable TV for Big Cities**

By Robert J. Samuelson Washington Post Staff Writer  
*The Washington Post, Times Herald (1959-1973); Aug 6, 1971; ProQuest Historical Newspapers The Washington Post*  
pg. A1

# FCC Moves to Promote Cable TV for Big Cities

By Robert J. Samuelson  
Washington Post Staff Writer

The Federal Communications Commission yesterday outlined detailed regulations designed to promote expansion of cable television—now largely restricted to rural towns—into the nation's major urban and suburban areas.

The agency's announcement is expected to intensify an already feverish lobbying campaign by television station owners, who regard the emergence of cable TV as a threat.

Cable television, or CATV—community antenna television—refers to systems that transmit television signals into the home via coaxial cable. These cables have the capacity for carrying dozens of television channels (current systems have as many as 30 to 40), and a customer normally

pays a monthly fee of about \$5 to \$7 for cable service.

Still in its infancy, the cable industry has yet to determine what to do with the large number of available television channels. Yesterday's proposals would require cable systems to offer for free one channel to the public, one channel for educational use and one channel for local government.

Because the FCC's proposals are expected to generate such controversy, the agency took the unprecedented step of sending Congress a 57-page explanation of its proposals and postponing any final decision on the rules until the end of the year.

See CABLE, A4, Col. 5



# FCC Acts to Expand Cable TV

CABLE, From A1

Although the FCC needs no legislation to carry out its rules, it sent a "letter of intent" to Congress at the request of key members of the Senate and House. Owners of broadcast stations have made appeals to the White House—through its Office of Telecommunications Policy—in an attempt to forestall what they see as a serious adverse effect on their advertising revenues.

The commission's vote was 5 to 1, and congressional sources said that probably only strong action would deter FCC from issuing the new rules. They are expected to go into effect March 1, 1972.

Under the rules, a cable television system is required to carry all the local non-cable television signals arising ready broadcast by existing stations in its service area. The heart of the current controversy is the number of additional off-the-air television signals (which can be relayed via microwave from distant cities) that cable systems should be allowed to offer their subscribers.

Yesterday's FCC proposal would allow cable systems in most of the nation's 100 larg-

est television markets to show two additional relayed out-of-city stations to their subscribers. In Washington, the six commercial stations (three network affiliates and three independents) could be supplemented by programming from two additional out-of-city stations.

However, the FCC specifically prohibits cable operators from circumventing local sports "blackout" agreements. "For example," the FCC told Congress, "if the Washington Redskins were playing the New York Giants in Washington . . . and the game were blacked out there, a cable system in Washington would not be permitted to bring in a New York City station tele-casting the game."

Without additional out-of-town television programs, cable operators say, new CATV systems will never be able to attract enough subscribers to generate profits necessary to produce original cable television programs, which would be shown exclusively to subscribers. At the end of June, about 5.9 million of the nation's 60 million televisions used cable television; most of those were located in rural areas, where a "community antenna"—located on high spots—improved reception.

Yesterday's FCC announcement also sets down a host of other rules that could shape growth of CATV for decades:

- CATV systems will be required to offer the public one "access" channel. Anyone who

agreed not to use obscenities, not to advertise, and not to promote a "lottery" could have five minutes free on the access channel on a first-come, first-served basis. After the first five minutes, production costs would be absorbed by the person.

- CATV systems would have to provide one channel free for educational purposes and one channel free for local governmental use for five years.

- New CATV systems would be required to have two-way capacity, allowing signals to be sent from subscriber's home to a central monitoring station. This capacity would allow cable systems ultimately to be used for burglar alarms, market surveys of subscribers, or even remote ordering of merchandise from stores.

# Cable-TV firms' top 10: A third of U.S. market staked out

Control of the U.S. cable-television industry is concentrated in the hands of a few. The top 10 cable companies, whose holdings are detailed in the following table, command one-third of the U.S. market. The top 25 cable companies control nearly 52 percent of the market, in contrast with the second 25, which together serve only 13 percent of all U.S. cable subscribers.

NEW YORK: Sargeant Lake - Lake Placid, Tupper Lake  
OHIO: Toledo (20 percent)  
OREGON: Astoria, The Dalles, Seaside  
PENNSYLVANIA: Lewisburg, Lock Haven, Tyrone  
TEXAS: Lubbock  
VERMONT: Burlington, Montpelier, Rutland  
WASHINGTON: Aberdeen, Long Beach

## 3. American Television & Communications

202,000 subscribers.  
3.4 percent of U.S. market

### Subsidiaries

31 Dorado Cablevision, Tebechopi TV Cable Company, Cablevision, Inc., Western CATV, Inc., TV Cable, Inc., Florida TV Cable Company, Florida Video, Inc., Cablevision of Oregon, Cablevision, Inc., Seminole Cablevision, Inc., Iowa Video, Inc., Kansas CATV, Inc., Oregon CATV, Inc., Modesto Video CATV, Mayfield Cablevision, Murray Cablevision, Louisiana CATV, Inc., General TV of Michigan, M. M. M. CATV, Montevideo (managed by AT&T); Capital Cablevision, Inc.; Beaverville Cable TV; Chillicothe Cable TV; Kennell Cablevision; Marshall Cable TV; Maryville Cable TV; Col. mab Cable TV; Fall City Cable TV; ATC-CATV, Inc.; Capital Cablevision Systems, Inc.; Foretville Cablevision; Sand Hill Community Antenna Corporation; Fidelity Cable, Inc.; Cablevision of Kansas; Community TV, Burlington Video, Inc.; Cablevision of Guyana, Oregon CATV, Berk TV Cable Company; Suburban TV Cable Company; Millon Cable TV, Inc.; Clearvision TV Company of Savannah; Clearvision TV Company of Tennessee; Henderson Cable TV, Inc.; Wisconsin CATV, Inc.; Chippewa Cable TV, Inc.; Beloit Community TV, Inc.; Fox Cities Communications

OHIO: Mingo Junction  
OKLAHOMA: Ed  
PENNSYLVANIA: State College, Towanda, Esna, Clarion, Interlite, Aliquippa, Ambridge, Coraopolis, Getzport, Pitts- burg, and 25 additional communities in western Pennsylv-  
SOUTH DAKOTA: Rapid City  
TEXAS: Delco, Axtell, Wray, Huntsville  
UTAH: Vernal, Salt Lake City  
WYOMING: Mardian, Powell, Lander, Riverton, Ther- mopolis, Laramie, Basin, Groble

## 5. Cypress Communications

150,000 subscribers.  
2.5 percent of United States market.

Cypress is controlled by Shelter Resources Corporation, which manufactures mobile and modular homes and mobile-home furnishings, finances construction loans, develops real estate, and manages apart- ments, motels, and mobile home parks

Subsidiaries  
Cable subsidiaries: Allstate Video Corporation, Paper City Television Cable Corporation; Brittbarro TV, Inc.; Community Cablevision, Inc.; Shreveport Cablevision, Inc.; Houston State Micro Relay, Inc. (50 percent); Harrogate Cable Corpora- tion, United Transmission, Inc.; LaPorte, Inc.; TV Cables of Missouri, Inc.; Malibu Communications Corporation, Sky- line TV Cable Company of Tennessee; Henderson Cable TV, Inc.; Wisconsin CATV, Inc.; Chippewa Cable TV, Inc.; Other subsidiaries: Camella City Telecasters, Inc. (KTXL-TV, Sacramento-Stockton, Calif.); Cypress Broadcasting Corpora- tion

### Communities served

ARIZONA: Flagstaff  
CALIFORNIA: Malibu, Palm Springs, Bakersfield, McFarland, Delano, Wasco, Shafter, Lake Arrowhead, Avenal, Hanford, Rumming Springs, Snow Valley  
FLORIDA: Fort Walton Beach Lake City  
INDIANA: Warsaw  
KANSAS: Hovath, Russell, Albia  
MISSISSIPPI: Three systems, names unavailable.  
MISSOURI: Turkey, Kockport, Fairfax, Warrensburg, Warsaw, Warrenville, Windsor, Guilford Center  
NEW HAMPSHIRE: Berlin  
OHIO: Wapakoneta, St. Mary's, Delphos, Fort Shawnee, Canton, Sney Union City  
OREGON: Hood River  
PENNSYLVANIA: Altoona, Chambersburg, Morrison Cove, New- port, Redsville  
TENNESSEE: Irwin, Greenville, Keokapp  
TEXAS: Stephenville, Dublin, Novato, Waco  
VERMONT: Rutledge  
VIRGINIA: Abingdon, Galax, Saltville

## 6. Viacom

133,000 subscribers.  
2.3 percent of United States market.

Viacom was created this year, with the approval of the FCC, by Columbia Broadcasting System (CBS) as a way of complying with new FCC rules prohibiting television networks from owning cable systems. Viacom stock was distributed to CBS stockholders. Within two years, CBS directors, officers, presidents of CBS-owned television stations, and anyone else holding more than 1 percent of CBS stock must dispose of his or her Viacom stock.

### Subsidiaries

Cable subsidiaries: Clear View Cable Systems, Inc., Morn Television Company; Tele-Vis Systems, Inc.; Broadview Signal Corporation; Channel 3 Greenleaf, Inc.; Canal Cable Company; Cricket Cable System, Inc.; Everett Cable- vision, Inc.; Fort-West Communications, Inc.; Everett Cable- vision Services, Inc.; Television Services, Inc.; United Cable- vision Antenna Systems, Inc.; Vista Television Cable, Inc.; West Valley Cablevision, Inc.  
Other subsidiaries: Viacom Video-Audio Communications; Viacom Canada, Ltd.; Viacom International Pty. Ltd.; Viacom In- ternational, Ltd.; Viacom Japan, Inc.; Viacom Latino Amer-

ica, Inc.; Viacom 5 A. (These are international program production and distribution companies)

### Communities served

CALIFORNIA: San Francisco, Duane-Lucinda Village, Mendocino County, Marysville, Tuba City, Oroville, Crocker, Contra Costa County, Sonoma County  
OREGON: Salem, Multnomah  
WASHINGTON: Jacksonburg, Seattle, Yakima County

## 7. Cablecom-General

133,000 subscribers.  
2.2 percent of United States market.

Cablecom-General is controlled by RKO General, which owns and operates radio and television stations, movie theaters, and other communications interests. RKO General itself is a wholly owned subsidiary of General Tire & Rubber Company, a conglomerate involved in the aerospace industry and in the manufacture of rubber, metal, plastic, and chemical products.

### Subsidiaries

Cable subsidiaries: Cablecom-General of Northern California, com-General of Southern California, Inc.; Cablecom-General of Modesto, Yarnum Video Corporation of Colorado, Inc.; Cablecom-General of Altus, Inc.; Cablecom-General of Tulsa, Oklahoma Cable TV, Inc.; Tri-Cable, Inc.; Cablecom-General of Corpus Christi, Tahel Television of Santa Fe; Mid-Kansas, Inc.; Yuma Company of Lufkin, Cable Television Company; Community Cablevision Company, Tulsa Television of Amarillo  
Other subsidiaries: Video Independent Theaters, Inc. (owns and operates about 120 movie theaters in the Southwest).

### Communities served

ARIZONA: Clifton, Cottonwood, Holbrook, Pope, Selford, Sholar, Winslow  
CALIFORNIA: Albany, Benecio, Brea, La Habra, Modesto, San Pablo, Santa Rosa, Ventura, La Mirada, Yorba Linda, Picoeaster, unincorporated Los Angeles County  
COLORADO: Colorado Springs, Manitou Springs  
INDIANA: holds franchise for Muncie  
KANSAS: Abie, Beloit, Clay Center, Coardaca, holds fran- chise for Topeka  
MISSISSIPPI: Clarksville, Gulfport  
MISSOURI: Brookfield, Kirkville, Trenton  
NEW MEXICO: Roswell  
OKLAHOMA: Altus, Ardmore, Hobart, Hugo, Idabel, Mopac, Pecos City, holds franchise for Oklahoma City  
TENNESSEE: Dyersburg  
TEXAS: Amarillo, Bonham, Childress, Deason, Lemmon, Lufkin, Memphis, Odessa, Fort Lovock, Sherman, Wellington, Corpus Christi

## 8. Time-Life Broadcasting

114,000 subscribers.  
1.9 percent of United States market.

Time-Life Broadcasting is a wholly owned subsidiary of Time, Inc., publisher of Time, Life, Fortune, Sports Illustrated, and other magazines. Time, Inc., owns and operates paper and pulp mills and timberland, radio and TV stations (which it is selling), foreign broadcasting interests (especially in Latin America), Little, Brown & Co. (book publisher), and other communications in- terests.

### Subsidiaries

Cable subsidiaries: Southwestern Cable Company, Rancho Ber- nardo Antenna System; Kern Cable Company, Century Cable Company, Eastern Texas Cable Television Service, Inc.; Waverne Cablevision, Inc.; Marian Cable Television, Inc.; Indiana Cable Television, Inc.; Lower Barks Cablevision, Inc.; Tri-County Cable Television, Sterling-Manhat- ton Cable Television, Inc.; Ashburnham Cable TV, Inc.; Valley Cable TV Company, Louisiana Cable TV; Cable Television of Rochester

### Communities served

CALIFORNIA: San Diego, Rancho Bernardo, Bakersfield, Agoura

INDIANA: Marion, Terre Haute  
LOUISIANA: Lake Charles  
MARYLAND: holds franchise for Columbia  
MICHIGAN: Bay City  
NEW JERSEY: Newark  
NEW YORK: Manhattan (lower half); holds franchise for Sochett  
OHIO: Lakewood  
PENNSYLVANIA: Levittown, East Pittsburgh, and 8 surrounding communities  
TEXAS: Jasper; holds franchise for Port Arthur

## 9. Television Communications

102,000 subscribers.  
1.7 percent of United States market.

### Subsidiaries

Cable subsidiaries: Akron CableVision, Mahoning Valley Televis- ion, Bellows Falls Cable, Bradford TV Cable, Cablevision Corporation of America, Clearmont TV Cable, Clearfield County Television, Bay Television, Television Systems, Trans-video of Arkansas, Peninsula Cable of Hopkint, Peninsula Cable of Williamsburg, Trans-video, Little Falls Video, Warren Cablevision, Allgood Cablevision, Pine Bluff Video, Pittsfield-Dalton TV Cable, Pottsville Trans- video, Warren Television, Universal Cablevision  
Other subsidiaries: TeleVid Systems, Inc. (engineering services for cable systems); Atronetics, Inc. (developed and pro- duces electronic converter for cable TV sets); KNWA-FM (Fayetteville, Ark.); Island Television Service, Inc. (WNB- FM, Wakefield, Maine; Vior Islands); agreement to ac- quire WKRG-TV, Fort Wayne, Ind., subject to FCC ap- proval

### Communities served

ARKANSAS: Fayetteville, Farmington, holds franchises for Pine Bluff, Dewitt, Dumas  
FLORIDA: Winter Haven, Eagle Lake, Wauchope, Lake Alfred, Suburbida  
MASSACHUSETTS: Athol, Orange, Pittsfield, Dalton, Malden, holds franchise for Amesbury, Brockton, Everett, Fabree, Lowell, Medford, Plymouth, Salem, Scarsdale, Winthrop  
MINNESOTA: Little Falls  
NEW HAMPSHIRE: Nashua, Concord, Cornish, Weathersfield  
NEW YORK: Otsego, Altonago, Portville, Eldred Townsboro, Barough  
OHIO: Akron; holds franchise for Berberon, Lakewood, Silver Lake, Steub, Cayohoga Falls  
OREGON: Coos Bay, North Bend, Eastside, Empire, Myrtle Point, Fee  
PENNSYLVANIA: Bradford and Bradford Twp. (Township), Little Run, Feltner Twp., Clearfield and Clearfield Borough, Lawrence Twp., Cass Twp., Wayne Twp., North Monroeville, West Monroeville, Warren, Pine Grove Twp., North Warren, Staruch, Casperson Twp.  
VERMONT: Bellows Falls, Rockingham, Westminister, North Wal- pole  
VIRGINIA: Hampton, Williamsburg, Harrisonburg, Dayton, frogwater, Timberville, Broadway  
WEST VIRGINIA: Martinsburg

## 10. National Transvideo

101,000 subscribers.  
1.7 percent of United States market

National Transvideo is a subsidiary of Sammons Enterprises, Inc., a privately held Dallas company which also has interests in life insurance, real estate, an automobile-servicing chain, and an industrial-supply firm.

### Subsidiaries

Not available  
CALIFORNIA: Glendale, Sylmar, Whittier, Diamond Bar  
GEORGIA: Peachtree  
ILLINOIS: Jacksonville  
MISSISSIPPI: Natchez, Maconh  
PENNSYLVANIA: Easton, Otis City, Emmaus  
TENNESSEE: Johnson City, Morristown  
WASHINGTON: Moses Lake  
CANADA: Quebec

Sources: Cable company personnel, Stan- dard & Poor's, TV Factbook, Moody's Indus- trials, National Cable Television Association.

## 1. TelePrompTer

575,000 subscribers.  
9.7 percent of United States market

### Subsidiaries

Cable and microwave: Television Broadcasting Circuits, Inc., Clear Channel TV, Inc., Community Cablevision Corporation, Nightover TeleSystems, Inc., State Investors, Inc., TelePrompTer International Corporation, TelePrompTer U.K., Ltd. (London), TelePrompTer Transmission Company of Mexico, TelePrompTer Transmission Company of Kansas, Great Falls Community Cable TV Company, TelePrompTer of Springfield, Inc., TelePrompTer of Covington, Inc., TelePrompTer Transmission Co. of Oregon, Hubble Antenna Service, Inc., Group Communications, Inc., Television Broadcasting Circuits, Inc., Hensley (owned with Hughes Aircraft Company); The Cable of California (50 percent owned with Hughes Aircraft Company); Kansas Community Television, Inc.; Kansas Cable TV; Meadowlake Community TV, Missoula TV Cable Company, Big Menomun TV Company, Mountain View, Inc., Cavington Antenna & Service Company, Community Antenna Company, Redmont Cable Systems, Inc., Hensley (owned with Hughes Aircraft Company); Continental Cablevision, Inc., Canbya TV, Inc., Lewisville Cable Television, Willimo Video, Inc.; James- town Cablevision, Inc.; Clarity TV, Inc.; TV Cable Company of Commerce, Inc.

Other:  
Filmation Associates (TV and movie production); TPT Com- munications, Inc. (manufactures of master antennas, closed-circuit and surveillance systems); National Security Systems (burglar and alarm systems); Blazette Installation Corporation, Kemo Electronics, Inc.; Amplicat, Inc.; Television Testing Corporation (50 percent owned with Audiotek Sur- vey Corporation; market research); Thelo-Cam Corp. (owns 120 percent owned with Hughes Aircraft Company, developing microwave transmission systems); agreement to acquire Musok, subject to stockholder approval

### Communities served

ALABAMA: Dothan, Florence, Gadsden, Huntsville, Tuscaloosa, Mobile, Fitchard, Saraland, Chickasaw, DeSpain, Boya  
ARIZONA: Prescott  
CALIFORNIA: Ft. Bragg, Hi Desert, Lompoc, Los Angeles (with Hughes Aircraft Company); Los Gatos, Hayward, Newport Beach, San Bernardino, Santa Cruz, Santa Maria, Seal Beach, Sierra Madre, Simi, Twenty-nine Palms, Ukiah, Willits, Woodlake, Oakland (with Focus Cable Company); Yucca Valley, Joshua Tree, Valencia, Moorpark, Camarillo, Santa Clara  
COLORADO: Trinidad  
CONNECTICUT: holds franchises for Bethel, Bridgeport, Crom- well, Danbury, East Hampton, Middlefield, Jeffers  
FLORIDA: Boynton Beach, Fort Lauderdale, Ft. Lauderdale, Lakeland, Lake Worth, Lutz, Mangonia Park, Maranac, Palm Springs, Quincy, Riviera Beach St. Peterburg Beach, West Palm Beach, Margate, Boca Raton, Gulfport, Man- aton, Pahokee, Palm Beach City, South Pasadena  
HAWAII: Honolulu, Koloa Industries, Inc.  
IDAHO: Lewiston, Pocatello  
ILLINOIS: Galesburg  
INDIANA: Gary (under construction)  
IOWA: Dubuque  
KANSAS: Liberal  
LOUISIANA: Leesville  
MAINE: Caribou, Hedgesville  
MASSACHUSETTS: holds franchises for Marlboro, Milton  
MICHIGAN: Calhoun, Iron Mountain, Ironwood, Sault Ste. Marie  
MINNESOTA: Brainerd, Rochester, Winona, Duluth  
MONTANA: Columbia Falls, Caf. Bon, Great Falls, Hamilton, Kalispell, Missoula, Polson, Shelby, Whitefish  
NEVADA: Reno  
NEW HAMPSHIRE: Keene  
NEW JERSEY: Ocean City, Ventnor, Vineland, Wildwood-Cape May, Newark, Trenton  
NEW MEXICO: Farmington, Lovington, Peralta, Silver City, Turcoman  
NEW YORK: Elmira-Horseheads, Jamestown, Masshotta (with Hughes Aircraft Company), Newburgh, Oswego, Ithaca, Batavia, Westchester County, West Hempstead, Mount Vernon  
NORTH DAKOTA: holds franchise for Fargo  
OHIO: Portsmouth  
OREGON: Coquille, Eugene, Portland (85 percent)  
PENNSYLVANIA: Johnstown  
SOUTH CAROLINA: Greenwood, Charleston County  
TEXAS: Commerce, Coltoneto, Graham, Palestine, El Paso  
VIRGINIA: Becklands  
WASHINGTON: Bland, Seattle, Walla Walla, Wenatche  
WEST VIRGINIA: Clarkburg, Fairmont, Morgantown  
WISCONSIN: La Crosse, Superior  
WYOMING: Rawlins  
CANADA: Edmundston, N.B., Sault Ste. Marie, Ont.

## 2. Cox Cable Communications

250,000 subscribers.  
4.2 percent of United States market.

Cox Cable Communications is controlled by Cox Broadcasting Corporation, which owns television and radio stations and other communications interests.

### Subsidiaries

Cox Cablevision Corporation; Trans-Video Corporation; Tele- Systems Corporation; Cable TV of Santa Fe; Georgia, Inc.; Georgia Cablevision Corporation; Buckeye Cablevision, Inc. (20 percent); Robinson Television Company, Inc.; Video Corporation of Ohio; Highlands Cable Television Corpora- tion; Lubbock Television Cable Company, Inc.; Video Ser- vice Company; Bakersfield Cable TV, Inc.; Mission Cable, Inc.; Macos TV Cable Corporation; Mantelper Television, Inc.; Green Mountain Television Corporation; Rutland Cable TV, Inc.

### Communities served

CALIFORNIA: San Diego, Bakersfield, Porterville, Santa Barbara  
FLORIDA: Ocala, Spring-Avon Park  
GEORGIA: Macon, Warner Robins, Atlanta (80 percent)  
ILLINOIS: Robinson  
INDIANA: Peru, Wabash, Columbus (49 percent)  
MASSACHUSETTS: North Adams  
MICHIGAN: Marquette, Ishpeming, Manistowic  
NORTH CAROLINA: Charlotte (28 percent)

## FCC Clears Plan to Control Programming, Operational Aspects of Cable-TV Industry

A WALL STREET JOURNAL Staff Reporter

*Wall Street Journal* (1889-Current file); Aug 6, 1971; ProQuest Historical Newspapers The Wall Street Journal (1889

pg. 9

## FCC Clears Plan to Control Programming, Operational Aspects of Cable-TV Industry

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—The Federal Communications Commission approved a plan of action—but no final rules—for regulating programming and other aspects of the cable television industry.

By a six-to-one vote, the commission adopted and sent to Congress a summary of proposals that it said form the essence of what the commission intends to adopt by year-end. The proposals generally follow those outlined to certain congressional subcommittees earlier this summer.

The commission said it currently plans to put the final regulations into effect around March 1, 1972. However, both Congress and the White House loom as major uncertainties in any move toward final action.

In announcing the FCC's plans at a news conference, FCC Chairman Dean Burch said the agency was submitting its plans to Congress ahead of time to give the lawmakers time "to take any action they see fit." He also said the office of Telecommunications Policy, an Executive Branch office that speaks for the White House on communications matters, might have something to say about the situation.

Technically, the FCC approved what Mr. Burch called a "letter of intent" to Congress that outlined the proposals. The lone dissenter was Commissioner Robert Wells.

The commission said its proposals are aimed at encouraging the growth of cable TV, or CATV, without damaging the existing system of over-the-air commercial television. Commercial TV broadcasters feel menaced by cable-TV companies, which take signals off the air and sell the programming on several channels by wire to home subscribers, often mixing in programs or weather information originated in their own studios. Broadcasters fear that the availability of this service cuts into their viewing audiences and thus hurts their attractiveness to advertisers.

In New York, Irving B. Kahn, chairman and chief executive of TelePrompTer Corp., the largest U.S. cable television systems operator, welcomed the FCC's new proposals. "The proposals," he said, "are as important for the spirit in which they have been made as for their substance. They indicate an attitude of open-mindedness that we believe will be reciprocated on Capitol Hill."

A major FCC proposal deals with the number of out-of-town, or distant, stations that a cable company can offer its subscribers in addition to those it picks up locally. The commission proposes to allow cable systems in the 100 largest cities to carry at least two distant signals.

The commission approached the distant-signal issue by first proposing that cable-TV systems be required to meet a minimum level of programming service. In the 50 largest cities, for instance, it would require them to carry at least three network stations and three independent stations. If a system can provide this six-station complement from local stations, then it also would be permitted to import two distant signals, making a total of eight. If, however, it's only able to provide, say, three stations locally, then it would be permitted to bring in three—but no more—distant signals to make up the six-station requirement.

In the 51-to-100 largest cities, cable service would have to offer three networks plus two independent stations, but also would carry two distant signals in any event. In smaller cities, cable systems would be able to import enough distant signals to provide subscribers with programming from three networks and one independent station.

Cable TV systems would be permitted under the FCC proposals to carry any number of educational TV stations, local or distant, if there weren't any objections from "local educational TV interests." An unlimited number of for-

eign-language stations also would be permitted, the FCC said.

Despite proposing expanded programming, the FCC warned that it won't permit cable TV operators to take advantage of it unless they're also ready to furnish channels that could be used for nonbroadcast uses such as marketing, meter reading, facsimile delivery of newspapers and the transmission of programs and information originated by community groups or police or government officials.

Specifically, the FCC proposed that cable systems be required to offer subscribers one nonbroadcast channel for every channel that carries regular TV programming and that new systems in the largest 100 markets have the potential capacity for at least 20 channels.

It proposed that CATV operators designate at least one of the nonbroadcast channels as a "public access" channel to be used, free of charge, by noncommercial users—usually community groups or individuals who want to air their views on certain controversial public issues. The FCC also proposed that CATV systems provide, free of charge for five years, one channel for state and local government use, and one channel for local educational groups.

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