



August 1967

TV Communications

The Professional Journal of Cable Television



IN THIS ISSUE —

**AWARD-WINNING FILM SALES APPROACH
PLUS . . . NCTA CONVENTION COVERAGE**

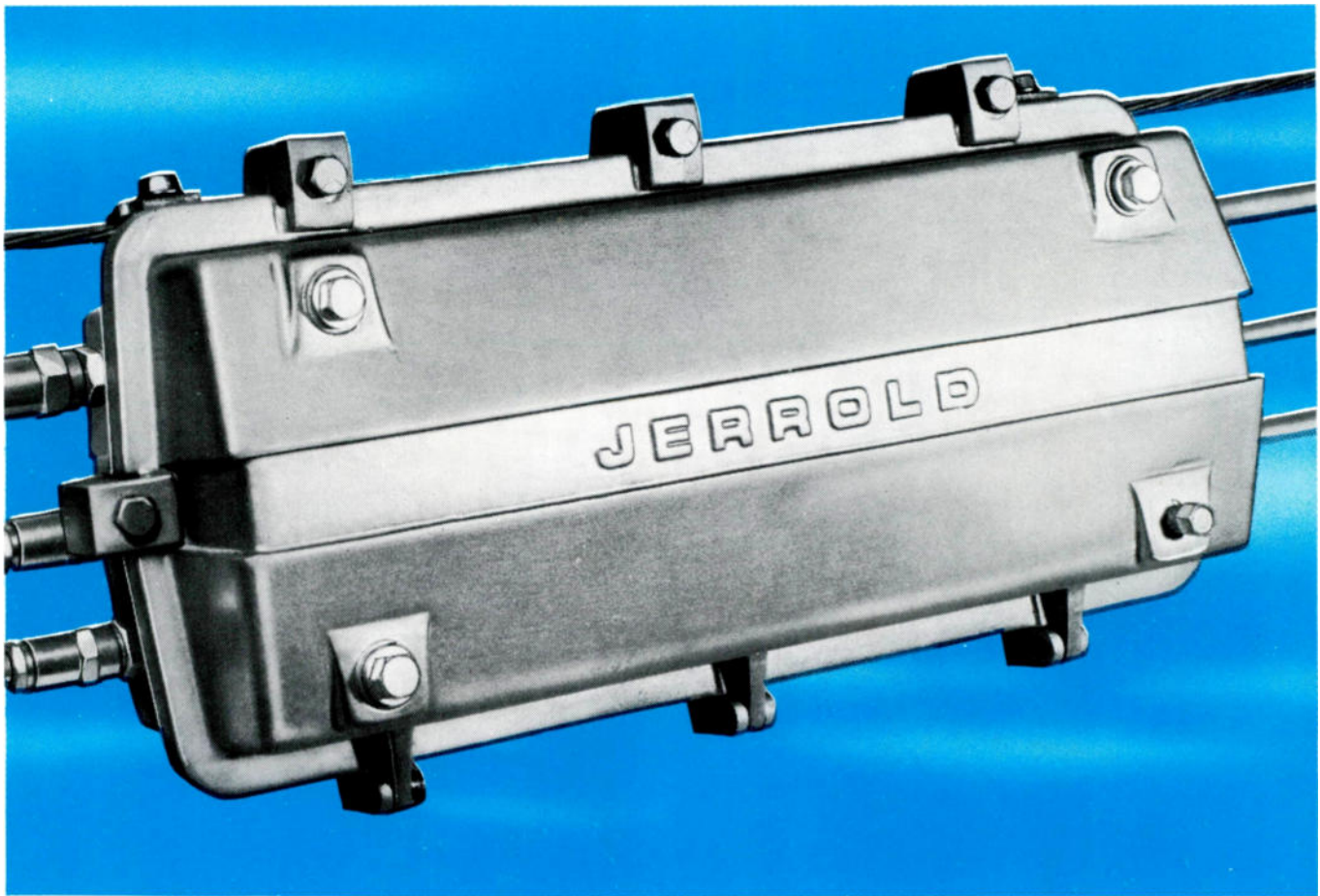
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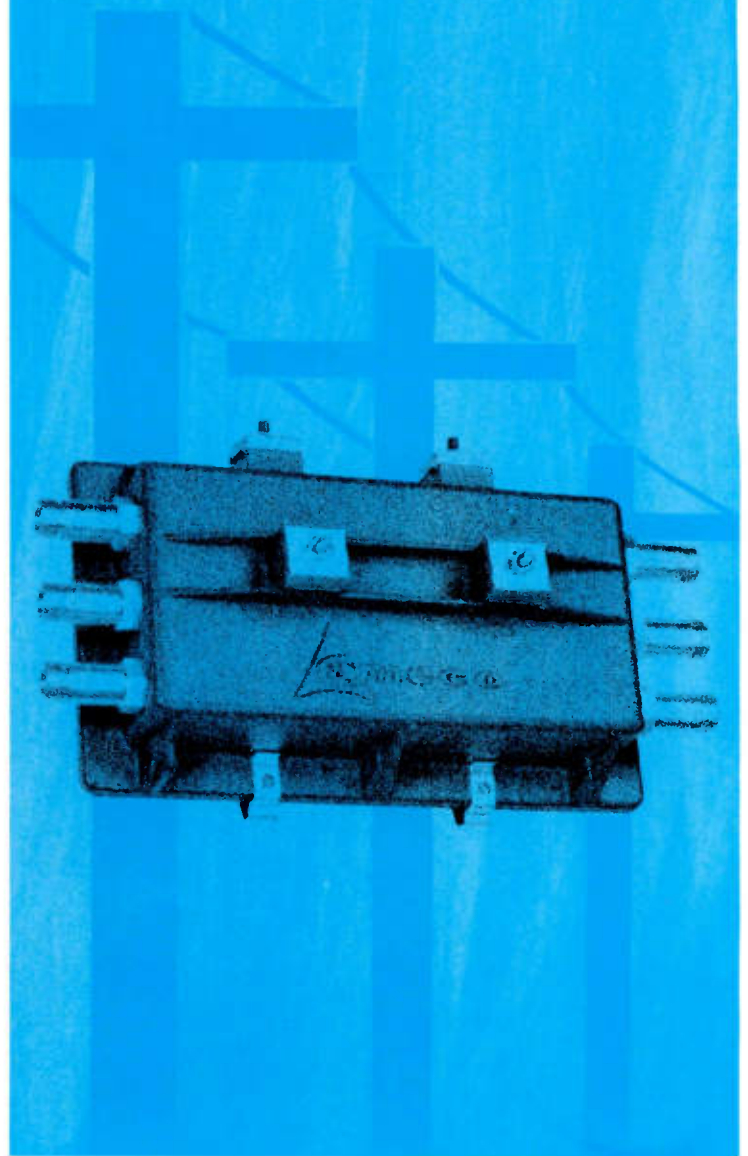
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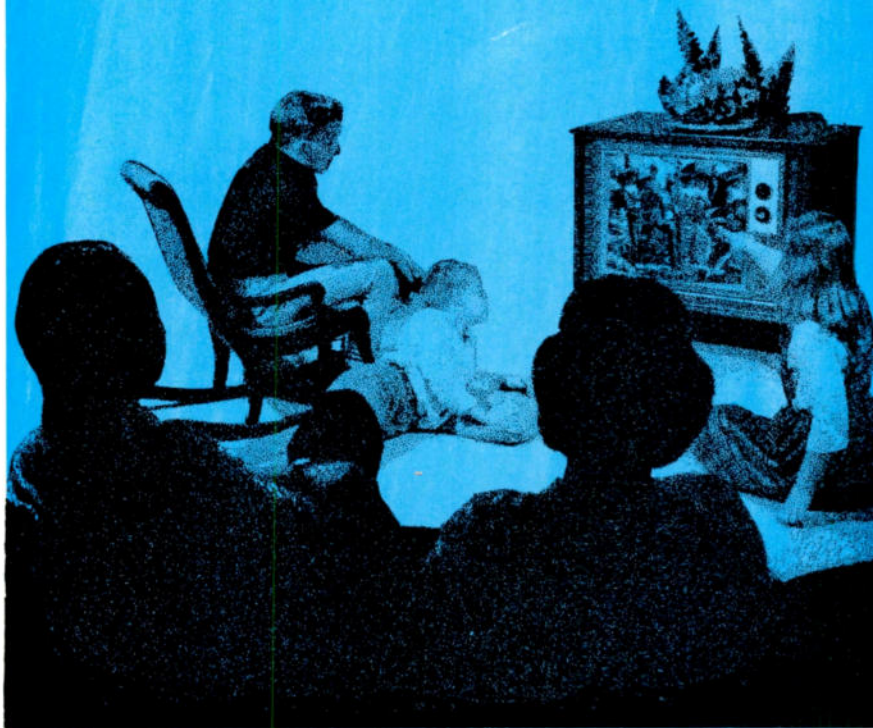
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IN THIS ISSUE

Audio-Visual Sales Aid

"The heartbeat of cable television systems," states author Bob Searle, "is in the marketing of the service." And a major advance in selling CATV hookups through direct door-to-door campaigns is the award winning audio-visual sales aid being used by Daniels Management Company. This filmstrip and taped sound "Sales Partner" has achieved high saturation sales results in a CATV community which had previously been exposed to comprehensive conventional advertising and sales programs . . . indicating a potential which would interest most every system operator. Read the full account of the development and use of the "Sales Partner" beginning on page 36. (This month's cover illustration portrays the use of the filmstrip sales technique discussed in this article.)

NCTA Convention Coverage

Despite the record attendance at this year's NCTA Convention, those present represented less than a fourth of the individuals involved in the operation of cable systems in the U.S. With this in mind, the staff of *TV Communications* has prepared coverage of the meetings and trade show geared for those unable to be in Chicago last month. Beginning on page 42 of this issue, this coverage includes general information and observations about the convention, and edited versions of all key speeches. And a roundup and analysis of the new equipment shown in Chicago is featured in this month's Technicians' Section.

Photo coverage of the convention will be presented in the *NCTA Convention Souvenir Edition* which will be published separately as a service to *TV Communications'* subscribers.

In addition to the general coverage in this issue, many of the excellent technical and management papers presented in Chicago will be published in future issues of TVC.

TV Communications

The Professional Journal of Cable Television

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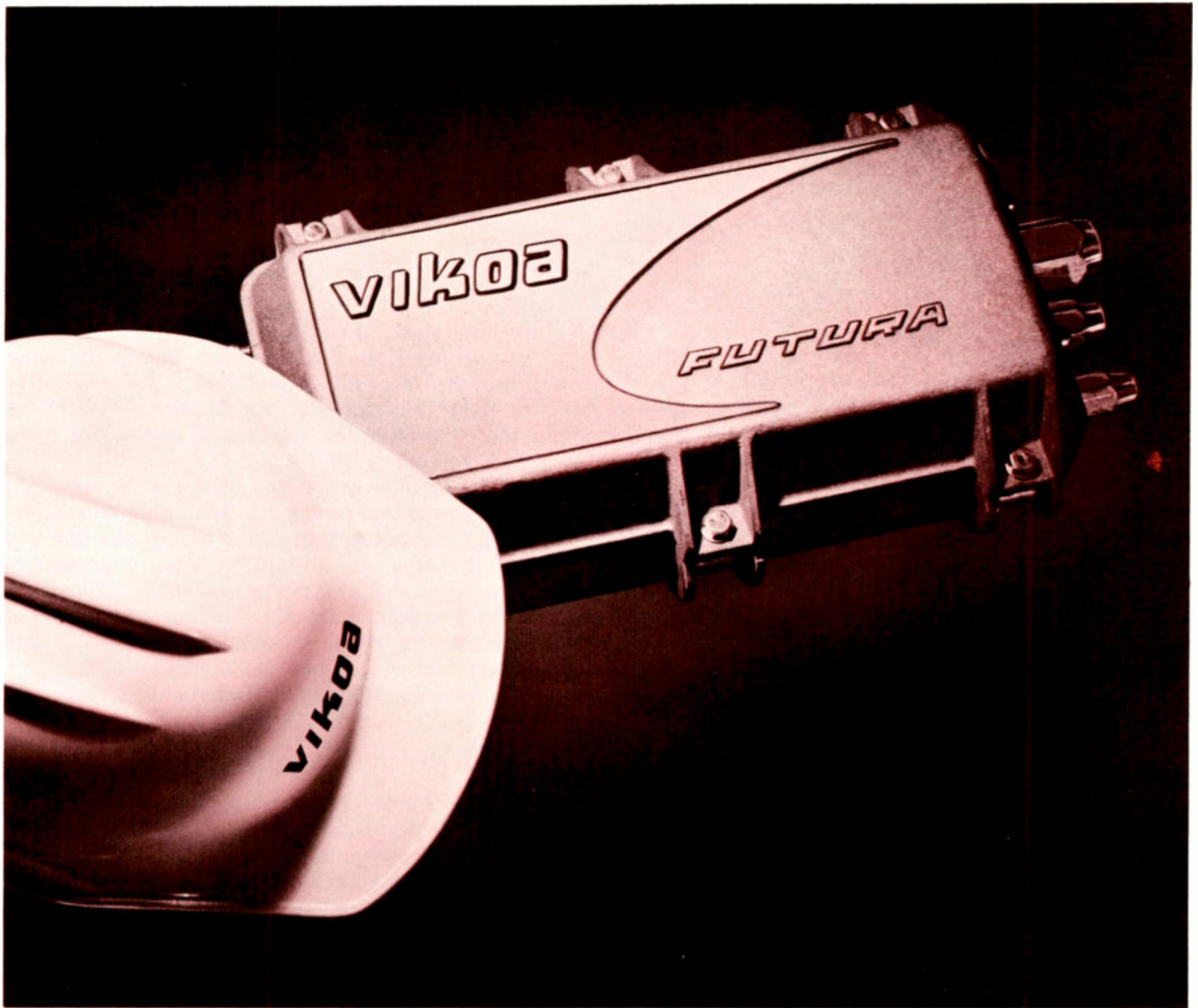
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(12 channels, — 57 db cross mod.,
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Input Capability
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EDITORIAL

By Stanley M. Searle

The Anti-CATV Club

There's something about success in business that invites opposition in the same inexplicable way that a picnic draws ants. Cable television is evidently pretty successful, based on this criterion, because another organization has just joined the Anti-CATV Club. The *All-Channel Television Society* (ACTS) was officially inaugurated a few weeks ago with the central purpose of promoting UHF television broadcasting. Headed by Bill Putnam, time-tempered adversary of cable television, ACTS immediately went on record in favor of "maximum use of translators" and the licensing and tight restriction of CATV.

ACTS has asked the Commission to license cable television operations and regulate their locally originated programming along the same lines as broadcasters are controlled. Rigid enforcement of the Second Report and Order, especially in banning distant signal importation, was also urged in a brief filed with the FCC the day after the new group was formed.

In the typical style of the modern "anti-competition association," ACTS policy statements declare that:

(1) *The new UHF organization is not against CATV;*

(2) *However, CATV should be licensed, regulated, made to pay copyright fees and restricted from bringing a competitive station's signal into a broadcaster's market;*

(3) *By the time the all-channel law is fully effective, the availability of UHF broadcast services will leave "no incentive" for cable television;*

(4) *Broadcasters should be allowed to own CATV systems.*

In summary, it's the same old "snow job." Cable television is OK — as long as it doesn't cause the broadcaster to have to compete more effectively for audience. But since a diversified choice for the viewer automatically means more competition among the broadcasters, cable TV should be prevented, restricted and condemned. However, if its existence is inevitable CATV still may be OK . . . *so long as it is broadcaster owned!*

By now cable television operators should be fully accustomed to the irony of being opposed by those whose signals they extend . . . by those who give lip service to the concept of operating "in the public interest." Cable owners must understand that to ACTS and AMST moguls operating "in the public interest, convenience and necessity" is evidently synonymous with "operating in the broadcaster's personal interest, convenience and selfishness."

How long will broadcasters and others seek to inhibit

cable television? *As long as CATV is a profitable business* which fosters competition among the broadcasters. And from all indications — in spite of the efforts of Mr. Putnam and Mr. Lindow — CATV will continue to flourish until scores of millions of homes are wired for television.

The new UHF organization's interest in restricting CATV is just another evidence that cable television is providing an important service to the people. But what a shame it is that a group purporting to represent the UHF interests should lay siege to cable television — one of the best friends that UHF broadcasting ever had!

CATV can endure the antagonism of the All-Channel Television Society . . . but can the UHF broadcasters afford to alienate themselves from cable TV?

CATV Weekly Debuts

In the short span of time that it has taken to publish 44 issues of this magazine, the changes in cable television have been quite phenomenal. The increasing complexities of CATV and its never-ending problems have made news reporting a continuing challenge — even to our steadily growing staff. In early 1965, recognizing that it was impossible to include complete detailed news coverage in a monthly format, we launched *Cable Television Review* to provide weekly in-depth reports. It was well received.

In further tribute to the growth of the industry, and evidencing our own faith in the future of cable television, we have now taken another step forward.

After 123 issues, *Cable Television Review* has changed its name, size and general appearance. Henceforth known as the *CATV Weekly*, it will be printed on glossy paper with numerous illustrations and multiple colors. And it will contain nearly three times as many pages.

News coverage in *CATV Weekly* will be even better than before, owing to an enlarged staff spearheaded by Robert H. Huston. Incidentally, Bob's impressive qualifications include the successful management of a 49-system complex. I know you'll appreciate his weekly "Promotion Pointers" and editorials as well as the news columns and regular weekly features.

With the inauguration of the expanded and upgraded weekly news service we express our thanks, once again, to our readers and advertisers. Your continued support has made it possible for us to build a strong, competently staffed trade press for cable television.

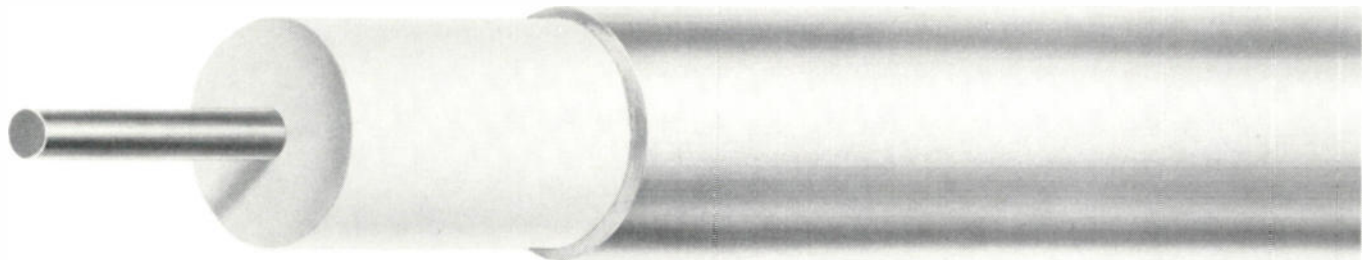
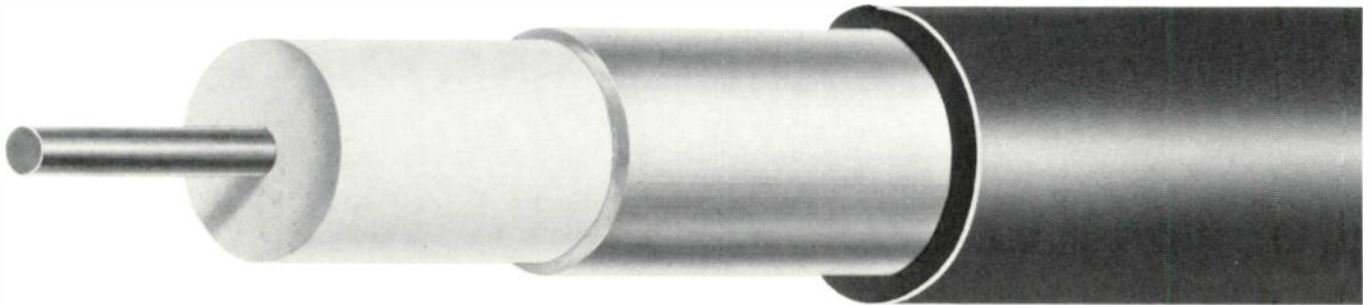
Stan Searle

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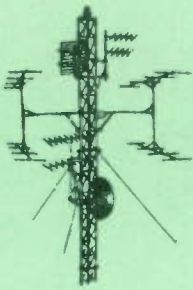
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CATV Industry PERSPECTIVE

Having "channels to spare" with new 20-channel electronic equipment, cable television operators will soon be thinking in terms of new local-origination program services. Many cable systems will have 6-8 channels available for new entertainment, public service and educational material. Relatively low interest programming, such as "community bulletin board", program previews, high school drama and church services will fill spare channels, while a dozen or more are devoted to regular television broadcast signals plus local news and weather presentations.

More delays for cable television development could result from recently announced FCC study of the future of various "broadband services." The agency's track record in studies involving such areas as two-way radio and telephone communications is not encouraging. The Commission apparently lacks manpower, finances and fortitude to handle such a probe objectively and expeditiously.

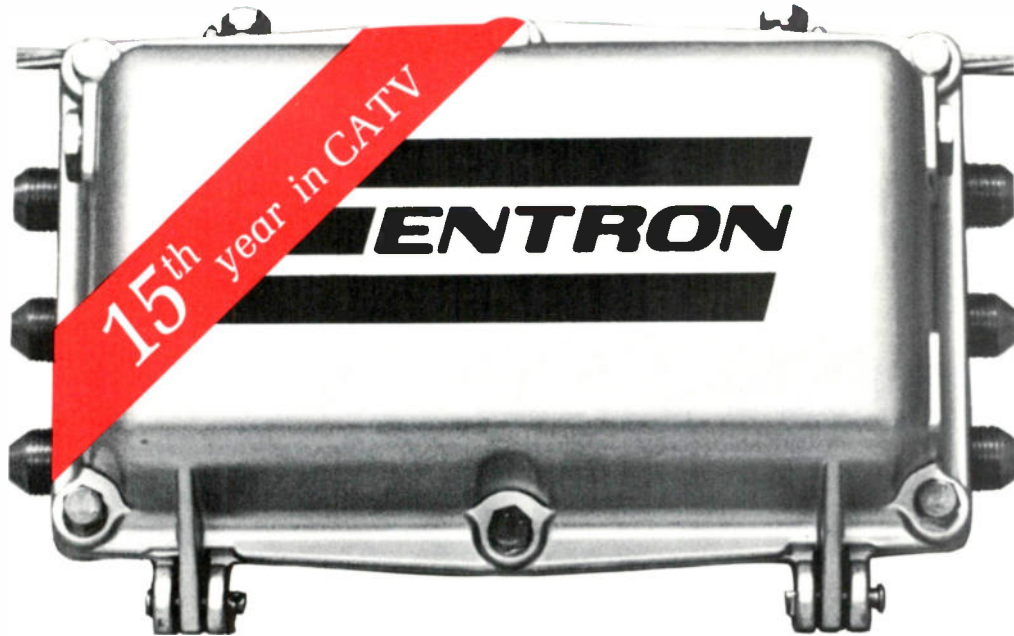
Sorting out the answers to complicated, interwoven issues will be a slow, tough process at best. And while the FCC machinery grinds away, the powerful private interest groups will have plenty of time to direct massive efforts to influence Commission findings. If staff and Commissioners try to satisfy heavyweight interests, the study could bog down in indecision or be compromised to the point of being meaningless. Either way, the investigation would have served only to waste precious time, further delaying the formulation of a badly needed national communications policy.

Businesslike tenor of the 1967 NCTA Convention provided insight into future trends of cable television. More broadcasters, more big money, more optimism,--and more problems--will be characteristic of CATV. And the people already established in cable television are learning from the newcomers; they're thinking increasingly in terms of big cities, long range planning and long-term financing. Next year's convention, despite the Boston site, will undoubtedly attract another record crowd of bullish, calculating, serious-minded optimists.

Pay-TV will be attempted again and will succeed in pilot operations by 1970. Coaxial cable will probably be used, rather than over-the-air technique, but will not utilize an existing CATV plant. In fact, the first financially successful Pay-TV systems will probably be initiated in areas not served by cable television.

Closed circuit television offers opportunities for cable system operators. CCTV systems are finding hundreds of industrial applications. Schools, hospitals, shopping centers and dozens of private industries are beginning to see the tremendous benefits of closed circuit television. Retail merchants for example, are installing closed circuit television to prevent thefts and communicate information. The cable system owner is in an excellent position to take advantage of the opportunities that lie ahead in this field. All it will take is imagination and foresight. There is a need for closed circuit television in every community--and there are profits to be realized in filling these needs. Cable system owners can readily expand their businesses to include CCTV installation and maintenance.

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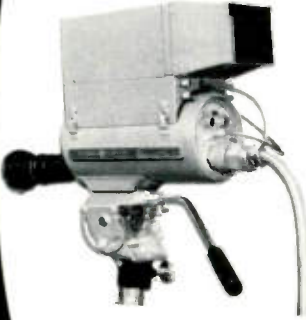
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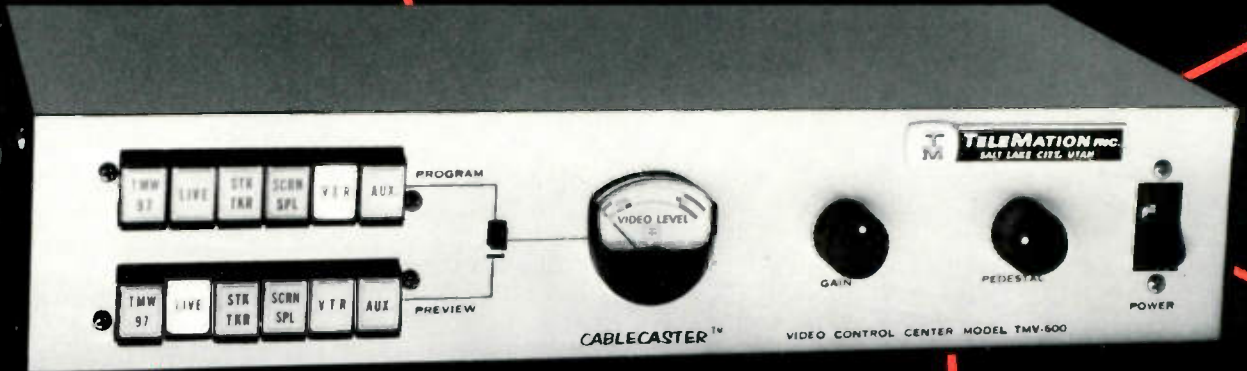
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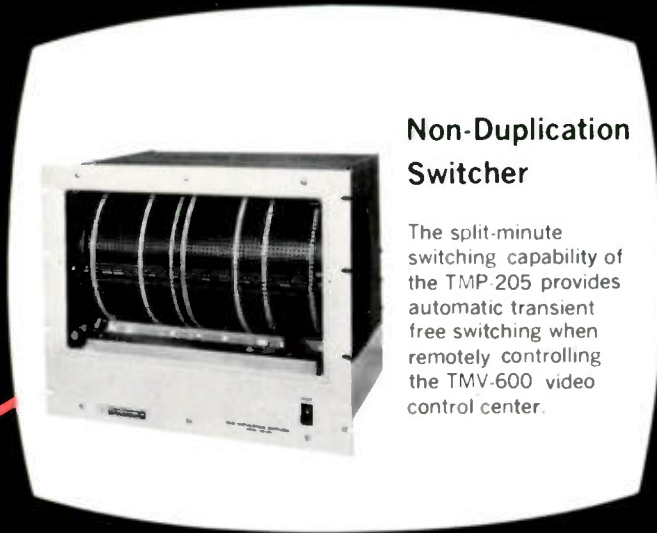
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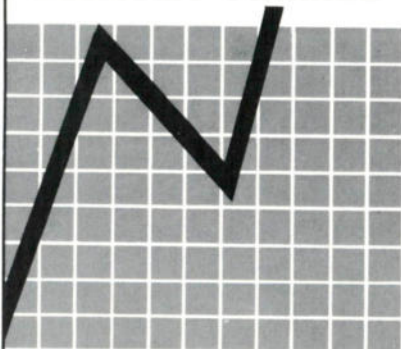
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LETTERS

LIKE NEW LOOK

• Your “new look” in TV COMMUNICATIONS for June is tops, with no comparison in its field today. It just does not seem possible that you would be able to improve upon what you have been giving us, but you did it. I look forward to receiving TVC every month. You have certainly done a terrific job in expanding upon it since its early days.

The article in June by D. Michael Ganley is very good, and should give a system manager a lot of pointers for his use. The editorial in that issue, “Time for Facts—Not Fears” also gives one food for thought. Keep them coming.

Robert E. Cowley
President, Arizona Community Television Association

• I approve of the “new look” to your very fine publication. One very useful further change would be to provide a miniature index on the end binding such as the *National Geographic* magazine incorporates. This would be extremely useful in looking for articles in old issues. You would have room for 5 or 6 condensed titles.

Congratulations on the fine job you and your staff did at the Chicago convention. I hope that we may soon see you in Cascade country.

Garth Pither
Vancouver Cablevision
Vancouver, B. C.

Thank you gentlemen for your comments. We are planning for the continued growth of TVC to keep pace with the dynamic industry it serves, and will certainly consider the suggested addition of the index on the cover binding.

GOOD TECHNICAL SUMMARIES

• I want to say that the brief summaries of the Technical Sessions which you published in your NCTA CONVENTION DAILY were very well done. While the authors

may experience claustrophobia at being compressed in so small a space, I think your reporter did a most commendable job of grasping the kernel of each presentation and reporting it in a very few words. I only regret not having a summary of Wednesday's papers.

Archer S. Taylor
Malarkey, Taylor & Assoc.
Washington, D.C.

Thank you for the encouragement on behalf of our Technical Associate Editor, I. Switzer. Complete texts of many of the technical presentations are scheduled for publication in TV COMMUNICATIONS.

FSM LEFT OUT OF ARTICLE

• As always, your June issue of TVC was very interesting and very informative. Most of all I thought that the article on “Characteristics of Field Strength meters” was great, but not completely factual because it did not list all the meters that can be compared to the Blonder Tongue FSM-2.

You may think that the literature on our Model FM-1 was not published and that this is the reason it was not listed. It was advertised in your magazine as recently as May, 1967 and was also in the July issue. For Mr. Schultz's information, we feel that this meter of ours is as good or maybe better than any of those listed.

James E. Morton
Sales Manager
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Leadership In Management

Directing people is the most important job of system management; the high man on any totem pole couldn't stay there without the support of those below him. People simply refuse to follow a man who doesn't fit their concept of a leader, yet unless he has their backing, his operation will fail. Some of the thoughts below are descriptive of the kind of leadership a system manager should have:

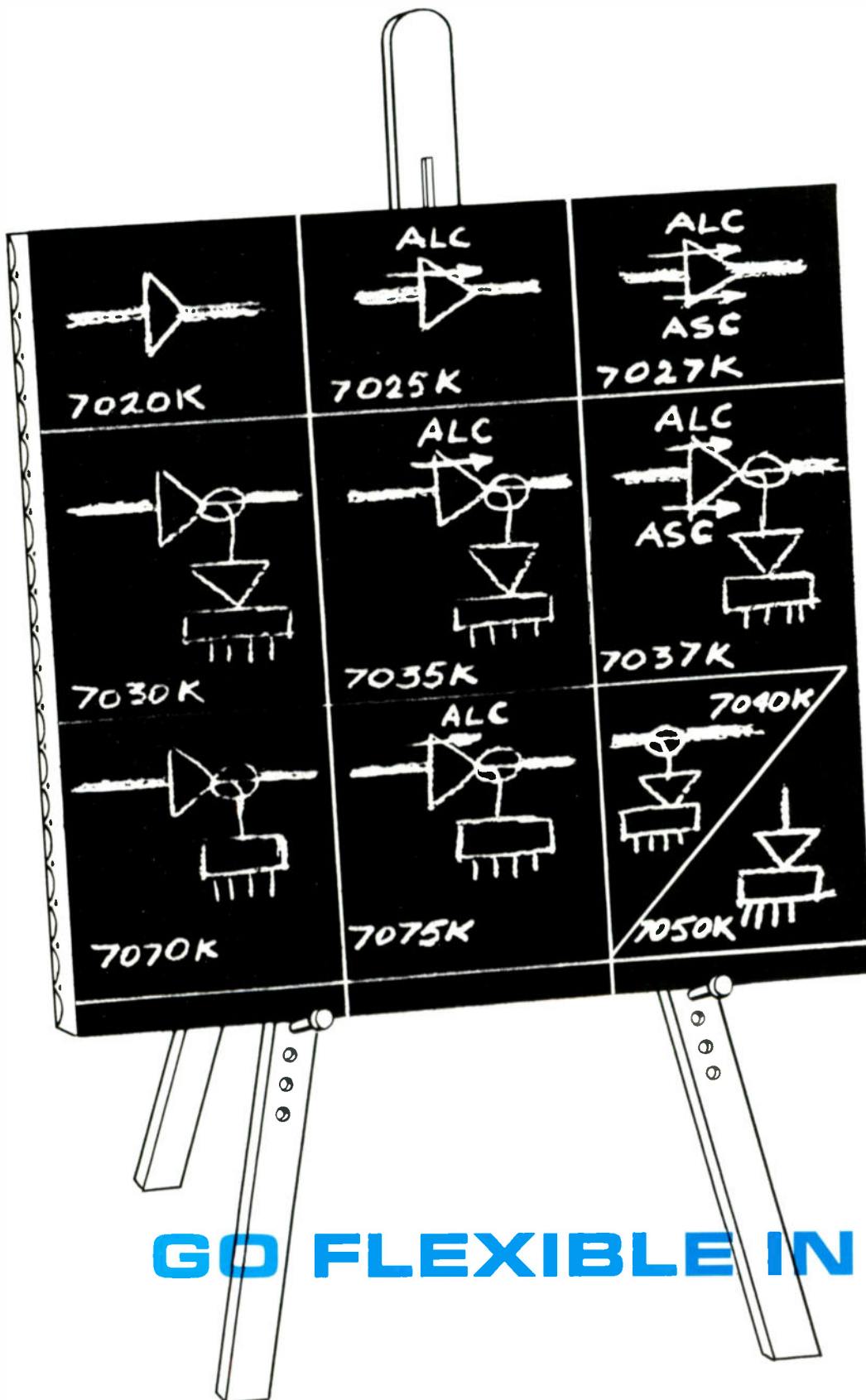
An effective leader must have the characteristic of *stability*. You must gain the confidence of your people, so you must be sure in your methods, decisive in orders. Employees can be hard judges. If you habitually vacillate, go forward, then pull back, issue directions then countermand them, reveal by your actions that you are muddling through, you will lose the confidence of the people who work for you. The confidence they have in themselves depends on their confidence in you, for they know that the success of the group effort is in your hands. Employees are never happy if they can run all over the boss. If you tolerate infractions of rules, poor or sloppy work, tardiness, absenteeism, or insolence, you are not being a "good fellow"; you are just being a poor leader. Your people expect you to be firm and decisive in disciplinary matters.

A second characteristic of a manager who leads is the ability to show common *courtesy*. You can't be a bully and be a boss. Courtesy is simply good breeding. Your employees expect you to respect their feelings. Sometimes you are under pressure, but they don't necessarily know it. The fact that you have problems is no excuse to bite off their heads. If you want the loyalty of your people you must be considerate of their feelings, their time, and their ability. This means you must have sensitivity, because an unthinking, unfeeling person can be inconsiderate and never even realize it.

Just because you have time on your hands for the moment, don't act like the Ancient Mariner, that long-winded sailor who stopped the wedding guest and talked so long the young man missed the party. You don't want that kind of reputation, so be conscious that an employee may have something very important to do and be afraid to tell you because he thinks it will hurt your feelings or get him in your bad graces. The considerate boss always asks his subordinate if he is free before he starts a semi-social, semi-business conversation.

A manager who leads must develop the *grace of sensitivity* to the expectations of his employees. This is not intended to give the picture of a man who responds to the whims of his people because of his own insecurity. On the contrary, the real leader is so secure in his role that he is able to consider the expectations of his employees without being threatened by the fact that he might not measure up. Your employees write a tough job description for a boss, much tougher than the one you write for them. You must understand what they demand of your leadership and you must do your best to give it to them.

They expect you to keep them informed on the progress of the system and on your objectives. They expect you to tell each one how he is measuring up to his job. They expect you to give credit for jobs well done. They expect constructive criticism, but they resent arbitrary, unfair, or spur-of-the-moment comments on their performance. They expect you to show a sympathetic interest in their problems. They expect you to make your business a pleasant place to work. They expect you to encourage them to greater efforts. They expect you to plan their time well, and to coordinate their activities. Above all, they expect you to be a leader. □



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AMST Dodges Ex Parte Charges

The much-publicized visit of Association of Maximum Service Telecasters members to several FCC members has garnered several headaches for both involved parties. *Ex parte* implications of the visit were initially charged by Washington attorney, Robert D. L'Heureux, in behalf of Multivision Northwest, Inc. of Dalton, Georgia. L'Heureux's brief explicitly charged the AMST officials with "unlawful *ex parte* representation" and urged that unless corrective steps were taken, "these efforts to influence unlawfully the thinking processes and the independence of the Commission will continue unabated and will make a mockery of the quasi-judicial function of the Commission."

AMST's Denial

The charges were, of course, emphatically denied by AMST members. Lester Lindow, executive director of the Association, promptly issued a statement saying that "the charges are wholly without foundation." He claimed that the "meetings with Commissioners were for the purpose of discussing basic CATV policy questions. We made it clear at the outset to each Commissioner that our discussions were intended to be limited to questions of overall policy and that we did not propose to discuss the merits of any pending case and we did not do so."

AMST later filed at the Commission, and at the same time took a six-page explanatory letter to FCC secretary Ben F. Waple, completely denying any *ex parte* intent or effect in its recent presentations on CATV. AMST president, Jack Harris, head of KPRC-TV in Houston, Texas, wrote Waple with details of the AMST presentation May 18, contending that the meetings were designed to express

AMST views "on the Commission's general CATV distant signal policies; they were limited to the expression of AMST views on general policy matters; they were obviously understood by the Commissioners who were visited as having that purpose; and they did not deal with, and were stated and understood not to deal with, the merits or outcome of any case pending before the Commission. At the outset of each of the four meetings, this was expressly stated to the Commissioner, with the request that if at any time the conversation approached any improper area, the Commissioner should terminate it forthwith. No such situation arose."

The Harris letter pointed out that the meetings at the Commission "were requested and held because many members of AMST, as well as other television broadcasters, have been concerned that the course of the Commission's application of its CATV rules has reflected an erosion of the distant signal policies enunciated in the Second Report and Order on CATV. Members were also concerned that the Commission might regard the possibility of the enactment of a copyright law specifically directed to CATV transmissions as a reason for relaxing or abandoning the CATV distant signal policies adopted in the Second Report and Order."

L'Heureux Files Reply

L'Heureux filed a fiery reply to the denial, stating that the AMST filing confirmed that the group of AMST officers and members "was not simply a group of persons who were out on an influence-peddling frolic of their own, but that they acted in pursuance of a direction of the board of directors of MST held on April 2, 1967." He contended that there can be "no question"

that the meetings were *ex parte* contact. In reference to the claim that the discussions were general, L'Heureux alleged that "MST had cleverly anticipated all the evidence which would be presented and the arguments which would have to be made on behalf of a CATV system in those restricted proceedings and it attempted to refute them. It also knew the type of evidence which a television broadcast station could advance in order to persuade the Commission to rule against a CATV system and it marshalled every conceivable argument in support of the showing that television broadcast stations could make for this purpose. Why would MST speak of the alleged 'erosion' of the Second Report and Order unless it wanted to affect the outcome of these restricted cases? MST knew that the Commission might adjust its CATV rules if the courts ruled that CATV systems owe copyright. The alleged absence of fair competition by CATV systems, because they did not pay copyright, was one of the main two props for the restrictive rules on CATV. Now that the United States Circuit Court of Appeals in the Second Circuit case of *United Artists Television Inc. vs. Fortnightly Corporation* has ruled that CATV systems are engaged in a performance, MST was afraid that the Commission would take this into account in the disposition of these restricted cases. These arguments were addressed to the issues, to the merits and to the outcome of all the restricted cases."

The filing further contended that "When MST expressed its concern as to the increasing number of distant signal waivers that were being granted it definitely was trying to influence the Commissioners to vote against such waivers and this was on its face a presentation on the outcome of these restricted proceedings When MST complained that television stations had difficulty in obtaining a hearing on CATV importation of distant signals in the smaller markets, was it not arguing against the policy of the Second Report and Order rather than against erosion of this policy? In arguing that waivers should not

(Continued on next news page)

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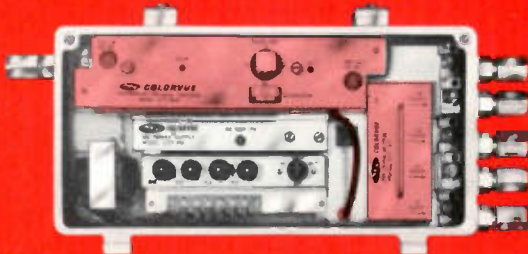
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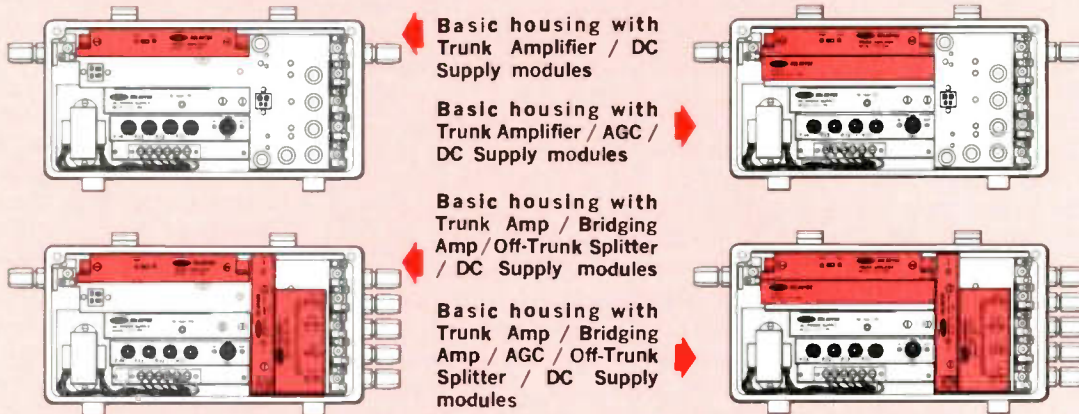


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be granted until the full evidentiary hearings were held . . . MST was discussing the merits and seeking to affect the outcome of these restricted proceedings." L'Heureux added that "petitioner could argue until doomsday and present the most convincing evidence all to no avail . . . to blot completely from the reached Commissioners' minds the unlawful *ex parte* presentation is a monumental task at best, if not an absolutely impossible one."

Summing up, the filing said that in addition to the initial relief requested from the AMST contacts, L'Heureux asked: "1. that a list be published in a public notice of all such pending cases which have been tainted by MST's unlawful *ex parte* presentations, so that the parties and interested persons may be apprized of their rights; 2. that MST (which has refused to give a list of its members to interested attorneys) be required to make available for public record and inspection a list of all its members, so that the parties and interested persons may know on behalf of which parties MST made its prohibited presentation; 3. that the Commission order forthwith a hearing to determine the intent of MST and its representatives in making the prohibited representation. This hearing should explore the discussions before the board of MST which led to their giving instruction to its president to conduct the presentation. The minutes of the board meetings for at least the last three years should be studied to determine MST's true intent. All persons affected by MST's presentation should be allowed to participate in the hearing. At the conclusion of the hearing, the record and the Commission's findings, its Report and Order should be sent to the Justice Department to determine whether criminal violations took place in connection with the unlawful presentations; 4. that an independent and temporary examiner be retained by the Commission, preferably one of judicial stature, as the Commission decision-making personnel, in the event that the hearing should reveal, for example, that the unlawful presentation was requested by Commission decision-making personnel."

Other Charges Levied

As a result of the AMST visit and the *ex parte* charges, the Commission has been barraged with a number of petitions from systems contending that their cases may have been a victim of *ex parte*. Tele-Vue Systems, Inc., whose Conroe, Texas, system awaited a decision on distant signal carriage, filed a petition for special relief with the Commission, charging that, "The MST mission to selected members of the Commission was a bold step clearly and coldly calculated to produce desired favorable results." The petition asked the Commission to strike the four broadcasting oppositions to Tele-Vue's waiver request "and to disqualify said television stations from further participation herein." It noted that three of the oppositions were filed only hours before "officers of two of these stations and counsel for one of these two, descend(ed) upon individual Commissioners drumming up a case against the grant of all such waiver requests." In forthright language, the petition stated Tele-Vue's belief that "The principal intention of the formidable MST mission of May 9th was to promote the private business of interests of its member station(s) . . . by attempting to prevail upon selected Commission members to vote for hearings rather than waivers when the question arose before them in individual adjudicatory cases . . . It was a display of 'muscle' of an inherently muscular and powerful organization."

Back Mountain Telecable, Inc., operator of systems in several Pennsylvania communities, also raised the *ex parte* issue before the FCC. Back Mountain has sought, unsuccessfully, FCC permission to receive three television signals from New York City. On May 16 the Commission by a four-to-three vote turned down the firm's "request for expeditious consideration of its petition to carry" the New York City signals. Back Mountain charged that the now famous visit of AMST to the Commission, "directly and prejudiciously" affected the outcome of the vote on the 16th. Back Mountain, in a "Petition for Recision of Memorandum Opinion . . ." asked if it was "merely

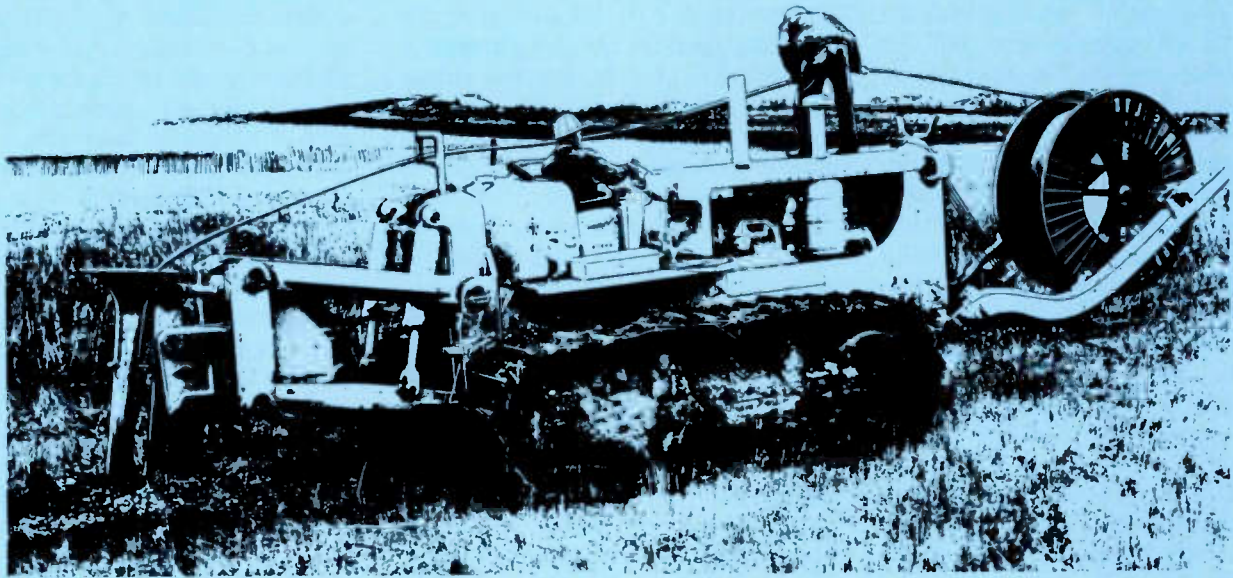
coincidence that the margin of one vote by which its request for relief was denied was provided by the very four commissioners to whom the impressive delegation from AMST made its 'pitch' against 'erosion' of the Second Report and Order apparently hours prior to Commission consideration of petitioner's case?" The petition went on to point out that its case was the only Top 100 decision reported by the Commission since the "MST visit." Back Mountain also pointed out that Taft Broadcasting, which owns one of the New York City stations involved, is a member of AMST. Consequently, Back Mountain told the Commission that if the reports concerning the "visit" are "remotely accurate" then "great and substantial injury has been timely inflicted upon" the firm, and "its rights have been violated by the *ex parte* approach..."

FCC Jurisdiction Upheld

A decision upholding the FCC in its assumption of regulatory jurisdiction over CATV has been issued by the United States Court of Appeals for the District of Columbia. The judgment came after the court's review of a case brought by Buckeye Cablevision, Inc., operator of a system in Toledo, Ohio. Buckeye had challenged the FCC regulations, but the three-man court agreed that the Commission was in the right. The opinion was written by Chief Judge David L. Bazelon and was concurred in by Senior Circuit Judge Barrett Prettyman and Circuit Judge John A. Danaher. They decided that CATV systems enlarge the range of television signals "to the potential detriment of the entire regulatory scheme" and, therefore, should be regulated by the FCC.

The Court of Appeals said that the Commission has chosen "an eminently reasonable course. The growth of CATV is so rapid that, if it is allowed to proceed unabated, harm to the regulatory scheme can occur before the FCC can act. Further, subsequent regulation might disrupt large numbers of CATV systems with heavy capital investment and substantial public reliance on their services. The

(Continued on next news page)



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distant signal rules afford the Commission an opportunity to determine on a case-by-case basis whether the public interest and the future of communications will be obstructed by CATV operation." The court also rejected Buckeye arguments that the FCC rules are an illegal restraint on first amendment rights of free speech and also rejected Buckeye's argument that distant signal rules are invalid because they are retroactive regulation. The D.C. Court has long been noted for standing behind the Commission's expansion of its regulatory function, and the FCC has counted on it to stand behind its CATV rules in the face of present and potential challenges from other courts — such as the recent San Diego court decision that cast doubt on the Commission's role in regulating CATV.

FCC Announces Major Study

Looking into the long-range implications of today's communications trends will soon be one of the major occupations of the FCC. It

appears that pressure on the FCC has grown intense enough to cause even the most broadcast-oriented commissioners to acknowledge the pressing need for revision of rulings regarding CATV. It was this awareness which precipitated the announcement by the FCC of its intent to begin a special study of communications needs. Although the July 7 announcement could be considered a watered down response to pressure, and a delay tactic, it is nonetheless a response and may grow into something big.

The announcement said that the FCC "has noted the development of specialized uses in the communications field, particularly those of a broadband nature, utilizing large amounts of the radio spectrum. Examples of such developments are in the program distribution field (e.g., CATV) and the transmission of data and other sophisticated modulations systems. Such developments demand the careful and thorough study of the Commission, in view of their impact on the increasingly congested radio spectrum, their effect on present com-

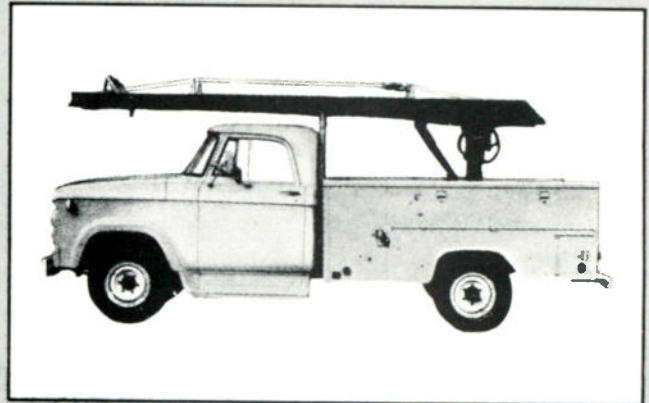
munications technologies and services and, most important, the social, political and economic considerations raised by those developments. For example, (in view of the problem posed by single ownership of multiple communications channels of access to the home, coupled with control over the material going over such channels) the question is raised as to the nature of the new cable distribution forms and the appropriate type of regulation. In turn, this question must take into account what will be the emerging pattern of communications operations in this field."

The Commission said that it is now engaged in formulating the basic criteria and objectives for this study, and that it will issue an initial order, expected in about six weeks, which will specify in detail the nature and scope of the study and the procedures under which it will be conducted. In the study the Commission intends to utilize outside consultants and contractors as may be necessary and it anticipates the assistance of the industries and organizations which are concerned with the future

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of communications distribution systems.

This proposed study is broad and will probably take several years to complete; it could have the effect of delaying prompt attention to CATV problems. It is hoped that further pressure from the Task Force will cause the commission to give more immediate attention to the CATV issue. That the Task Force would effect this action is not entirely wishful thinking, since it was Task Force pressure that catalyzed the broader study in the first place. The pressure came in the form of a proposal sent to all commissioners and signed by Task Force chief Sol Schildhouse in which criticism was directed at FCC policies on CATV which labeled them as "essentially rear guard action." This proposal is felt to be a major factor in the growing realization among commissioners that a restudy of CATV rulings is in order. Commission sentiment is seen in the statement made in the July 7 announcement that the FCC is aware of the growing potential of CATV and that it is

committed to encouraging and developing that potential so as to best serve the public interest. The announcement further stated that "experience in other areas of the communications industry indicates that the inauguration of a new service rarely displaces existing services. Nonetheless, for this inquiry fully to accomplish its purpose, we must consider the possibility that CATV can alone perform all present television services . . . and more."

Many of these statements are encouraging, and indicate that the FCC is becoming more and more and more aware of the scope and importance of the CATV industry.

AT&T Suffers Significant Setback in Interstate Rates

Slashing AT&T profit allowances, the FCC unanimously ordered a cut of about \$120 million in the company's interstate rates, bringing them into the specified range of 7 to 7.5% as a maximum allowable return for the Bell System's interstate services. This represents a cut from the 8.56% allowable return for

1966 and a reduction of 3% on the company's total revenue for the year. The cutback in interstate profits will probably be realized mostly in lowering of interstate phone rates and must be filed with the FCC by September 1, becoming effective 30 days later.

Although this cut in revenue represents a small percentage of the total revenue of the Bell System, it could have a big effect. State regulators have been considering the FCC case as a possible precedent for setting rates on the intrastate business of the Bell affiliates. If they follow suit, the combined cuts could affect AT&T's overall earnings considerably by an amount equal to 15% of last year's earnings.

This has indirect implications for the CATV industry in that reduction in the charge of AT&T for one service will tend to invite increases in the rates for other services. Part of the expense for the cut could ultimately be passed on down the line until it reaches the system owner who may be forced to pay a higher fee for pole usage.

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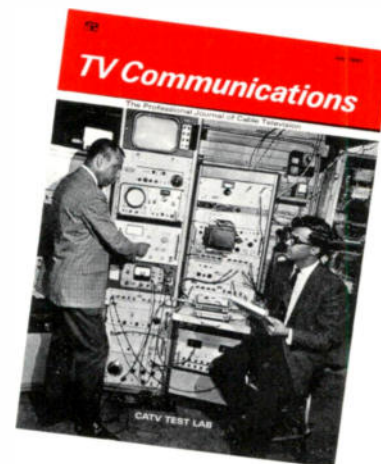


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Section 214 Hearing Ends

The FCC's consolidated hearing on the Section 214 issue of CATV and telephone company relations resulted in little more than a flurry of charges and counter-charges, heated debate, and extremely restrictive rulings by FCC Hearing Examiner Charles J. Frederick. Under the expedited procedures of the hearing, which the Commission had earlier ordered resolved before telco control of essential sections of the industry became a fact, Frederick did not write an initial decision. He merely certified the record to the full Commission, which was scheduled to hear the arguments of the various parties at a later date.

Section 214 of the Communications Act requires that carriers apply for and receive certificates of service to the public interest before they may offer cable service. The section allows exceptions if the lines involved are less than 10 miles, or if the service is not interstate in nature. Expedited hearings on the section were ordered early in March, when the FCC denied a petition by the California Community Television Association that requested the FCC to reject or suspend sections of a tariff filed by Pacific Telephone and Telegraph Company. In denying the request, the Commission noted that, "Although we are denying the petition herein, we are concerned about the need to determine as expeditiously as possible the Section 214 issue involved in the Bell System tariff offerings to CATV operators. Therefore, concurrently without action herein, we are ordering an expedited procedure whereby this issue may be resolved prior to a determination of the other issues in the consolidated case." The initial order applied only to the Bell Systems; however, the Commission later included California Water and Telephone Co., General Telephone and United Utilities in the hearing.

Evidence is restricted

As the hearing moved to its close, it became apparent to CATV interests that Frederick was going to refuse to admit evidence pertaining to the past, present or future activities of telcos in CATV. In

fact, CATV attorneys spent most of their time with the presentation of "offers of proof" — the reading into the record of material which Frederick refused to admit as testimony. The major surprise of the hearing was the CATV industry's introduction as documentary evidence, FCC Special Investigation Docket Number 1, entitled "Bell System Policies and Practices in Radio Broadcasting." Though dated December 1, 1936, this report is destined to loom large in the battle to determine the future role telcos will play in the development of CATV. The report, taken together with the existing practices of Bell with respect to CATV demonstrates a remarkable resemblance to the historical practices of Bell at a time when it was trying to monopolize the field of radio.

Early in the 214 hearings, Hearing Examiner Frederick refused admission of any evidence with respect to pole attachment policies; the existence or non-existence of local franchises or other forms of municipal licensing by operators using the leased channel facilities; and the question of whether or not any regulatory permission for the initial construction of the facilities had been obtained from any state or local authority. In other words, Frederick refused to admit testimony on the issues which the CATV industry felt to be important. Later on in the hearing, Frederick, having dispensed with considerations of current telco activities, made a ruling that he would take no evidence as to anything that was in the future. Again the restrictions of the Hearing Examiner caught the industry by surprise since it had been assumed that the expedited 214 hearing was directly linked with the Commission's concern over the future role of telcos in CATV.

The attempt by California CATV Association attorney Harold Farrow, who assisted NCTA in the hearing, to subpoena a key witness was quashed by Frederick under highly unusual circumstances. The witness, a consulting engineer, had agreed to testify on behalf of the cable industry but, after a call from Bell System officials, attempted to

beg off, and as a result was subpoenaed by Farrow. The consultant then submitted a *propia persona* which requested that the subpoena be quashed. Hearing Examiner Frederick ruled that the request from the consultant was improperly filed, but by his own motion quashed the subpoena. When Farrow requested a basis for the decision, Frederick merely replied, "No."

Another key CATV witness, Myrl O. Wilkinson, vice president of Greater Terre Haute (Indiana) Cable Co., attempted to present testimony on the overbuild by General Telephone of Indiana of a leaseback system for an unfranchised operator, but Frederick cut off the questioning on the grounds that such testimony was irrelevant. The testimony of Wilkinson was considered by the industry to be essential in order to allow the Commission to see how a telco — in this case General Telephone — began construction of a leaseback system before even filing a state tariff. In addition, in an "offer of proof" which was read into the record after Frederick refused to allow testimony, it was pointed out that the tariff of General Telephone of Indiana specifically stipulates that leaseback customers obey all local ordinances and laws. It was further pointed out that the city of Terre Haute has initiated litigation because of the operation of the unfranchised leaseback.

In another instance, New York City Director of Franchises, Morris Tarshis, came down to the hearing to tell the FCC about the attempt by New York Telephone Company to extend CATV leaseback service to an unfranchised firm. Frederick would not permit testimony on either the city's franchising position or the operations of New York Telephone Company.

Again and again, as the hearing proceeded, Frederick made it plain that any evidence the cable industry or other interested parties wished to present relative to possible telco irregularities was, in his judgment, irrelevant. However, in spite of this obstacle, a great deal of information on telco activities was placed in the record, presumably as a source of study for the full Commission.

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Johnson Interest Charged By Austin UHF

A CATV/broadcaster nonduplication battle in Austin, Texas, is receiving more than its share of the publicity spotlight these days, and the reason can doubtless be traced to the ownership of one of the involved entities. The dispute became evident when Southwest Republic Corp., operator of KHFI-TV, a small UHF television station, filed a complaint with the Federal Communications Commission against Texas Broadcasting Co., which, in addition to controlling KTBC-TV, the city's only VHF station, also holds a 50% interest in the local cable system, Capital Cable Co. And the well-known owners of 84% of Texas Broadcasting Co. are the female members of the nation's first family, whose broadcasting interests have been held in trust since the President assumed office.

The UHF's complaint was filed after Capital Cable petitioned the FCC for a waiver of the Commission's nonduplication rule as it applies to KHFI-TV, on the basis that nonduplication protection of the UHF would necessitate the purchase of such expensive automated equipment that the initial investment of the CATV would be jeopardized. However, KHFI-TV's filing points out that Texas Broadcasting holds a substantial interest in both the cable system and in KTBC-TV, which not only holds the primary affiliation with all three networks and has first rights to all programs, but also is in competition with KHFI-TV for the city's advertising revenue. The KHFI-TV filing charges that it is being "whipsawed" by the Johnson interests, in that KTBC-TV precludes it from securing a primary network affiliation, while Capital Cable is attempting to override its nonduplication protection.

Canadian Signal Importation Opposed

Cleveland (Ohio) Area TV Inc.'s plans to bring in the signals of two distant Canadian television stations, and, in the process, allegedly bypass the Commission's CATV rules, have incurred fiery opposition from Storer Broadcasting Company, parent of Cleveland station

WJW-TV. Storer's opposition to the proposal was filed in a letter to the Federal Communications Commission from Storer vice president and Washington counsel Warren C. Zwicky. The letter was accompanied by a copy of a Cleveland Area notification letter to WJW-TV that the Canadian stations would be carried. The notification letter, specifically, stated that the Commission's CATV rules apply only to licensed U.S. television stations, and would not apply to the two Canadian stations that Cleveland Area TV wants to distribute on its existing system in Lakewood, Ohio and on systems for which it has franchises in Rocky River, Strongsville, Beachwood and Shaker, Ohio.

Schildhouse Speaks To PSC

Key speaker before the recent Western Conference of Public Service Commissioners was CATV Task Force head Sol Schildhouse. Speaking at the Sahara-Tahoe Hotel in Stateline, Nevada, Schildhouse explained the role of the Task Force and pointed out that his staff has been kept "very busy" in its attack on the backlog of CATV business. But he noted that "as fast as we handle existing business, more pours in. CATV is obviously here to stay. That judgment is easy. Much more difficult is to guess where it's going, how fast, and under what conditions."

Outlining "what the CATV Task Force is doing here at a convention of state public utility administrators," Schildhouse noted that the Commission had voted to reconsider and reaffirm its CATV rules, but "just to underline the continuing differences in regulatory philosophy," added that, "the seven-member Commission voted this way: three for the result, two not voting, and two dissenting from the Commission's assertion of jurisdiction. A number of challenges to the Second Report are now in the courts. The Commission is being disputed on every one of its basic premises and requirements in the area of CATV regulation. The last time I inquired, we were being sued as far north as Maine, as far west as San Diego, and in Texas, Pennsylvania, Michigan, Ohio, New

York and elsewhere. The whole question of the FCC's jurisdiction to regulate under existing statutes will be fully litigated."

Huston Named To Publishing Post

Effective the June 26, 1967 issue of *Cable Television Review*, CATV executive Robert H. Huston became editor of the weekly CATV newsletter. An experienced business writer, Huston brings to the *Review* an extensive background in both CATV management and industrial editing. He has held executive



Mr. Huston

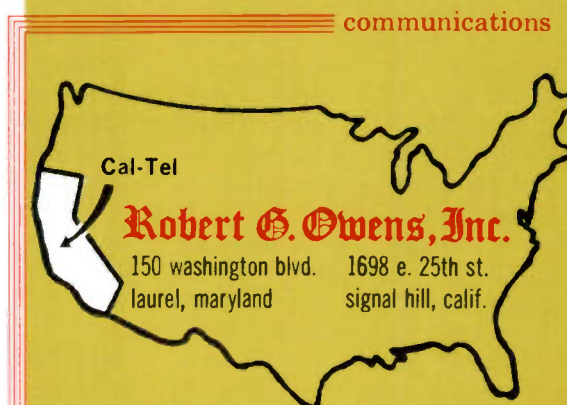
positions in system management, CATV equipment manufacturing and television Broadcasting. As executive vice president and general manager of American Cable Television, Inc., he had direct responsibility for the entire complex. He previously served as director of corporate relations for Cox Broadcasting Corp., operator of five major market television stations, four radio stations, twenty CATV systems and a microwave network. From 1963 to 1965 he directed public relations and advertising for Ameco, Inc. In addition, Huston is currently a member of the NCTA Budget and Auditing Committee.

In making the announcement, publishers Patrick T. Pogue and Stanley M. Searle also announced that Huston has been named president of Cable Television Publications, a newly-formed subsidiary of Communications Publishing Corp.

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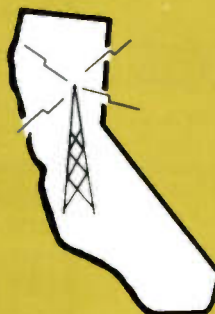
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Facsimile Newspaper Developed

An experimental system which will deliver a facsimile newspaper through television channels without interference has been announced by the Radio Corporation of America. The system, which would require no additional radio frequency spectrum, would utilize electrostatic printers which can reportedly produce the equivalent of a page from a paperback book every 10 seconds. By a turn of the dial, the viewer would select any one of four different simultaneously-transmitted printed messages. The concept, as well as the unlimited possibilities, of such a system has long been discussed in CATV circles; however, according to James Hiller, RCA vice president of laboratories, "It will be a few years before an operating system might be available to the public." RCA has filed an application with the FCC for permission to study and evaluate the technical performance of the system under operating conditions. The proposed 6-month series of tests would be conducted after regular broadcasting hours, between New York City and the RCA Laboratories in Princeton, New Jersey.

Daniels & Associates Expands

Bill Daniels, president of Daniels & Associates, CATV brokerage, consulting and management firm,



Bill Daniels and John Saeman of Daniels and Associates look over plans for their new branch office, recently opened in Los Angeles.

has announced that his firm has opened branch offices at 612 North Sepulveda Boulevard in Los Ange-

les. John Saeman, vice-president of Daniels & Associates will head up the new office. Saeman has been in the cable TV industry for the past three years. He is being transferred to Los Angeles from the firms' headquarters in Denver, Colorado. Daniels & Associates, Inc. was formed in Denver in 1958.

Cable Conquers Chasm

Glen Canyon, the site of a new mammoth hydro-electric dam near Page, Arizona, stood in the path of satisfactory off-the-air television reception for the residents of the adjacent recreational area in Wahweap. To provide the community with good television signals, Vumore Co., the franchise holder, had to install a nine mile trunk line. The difficulty was that this trunk line had to cross the Glen Canyon at a point 700 feet deep and 1000 feet across at the base.

Vumore contacted Anaconda Astrodata, Anaheim, California CATV manufacturer for help in solving the problem of spanning the canyon with a single length of coaxial cable. The answer, according to Vumore's Allen B. Dean, was 3000 feet of Anaconda Sealmetic Coax SLM-500-F8. The figure 8 cable was routed down, across, and back up the steep canyon walls. Dean reports that, "The job was finished without mishap and the pictures look real good in Wahweap."

International Telemeter Forms Subsidiaries

William C. Rubinstein, president of International Telemeter Corp., Los Angeles, California, a subsidiary of Gulf & Western Industries, Inc., has announced the formation of two new CATV subsidiaries. International Telemeter Corp. of Kentucky, owned by International Telemeter and Clearview TV Cable, Inc. of Russell, Kentucky, will construct systems in several communities throughout the state, including: Russell, Flatwoods, Kenwood, Worthington, Raceland and Bellefonte, Kentucky. Waiver applications for the systems are pending before the FCC. International Telemeter Corp. of Louisiana has already begun construction of two wholly-owned systems, to be lo-

cated at Oakdale and Bunkie, Louisiana. The systems, which are targeted to begin operation September 1, will deliver 9 video channels, including time/weather.

Quite A Cable Stretch . . .

The rapid growth of CATV Systems is significantly indicated by that line running from Seattle to Chicago on the above map. The map denotes the more than 1700



Jack Aylward, Amphenol Corp., points to line indicating the 1700 miles of cable purchased by the CATV Equipment Co. of Seattle. With him are Ed Foust of the Seattle company and Charles Camillo also of Amphenol.

miles of half-inch diameter aluminum-jacketed cable purchased by CATV Equipment Company, Seattle, from Amphenol Cable Division, Amphenol Corp., Chicago, over the past several months.

TeleMation Receives Patent

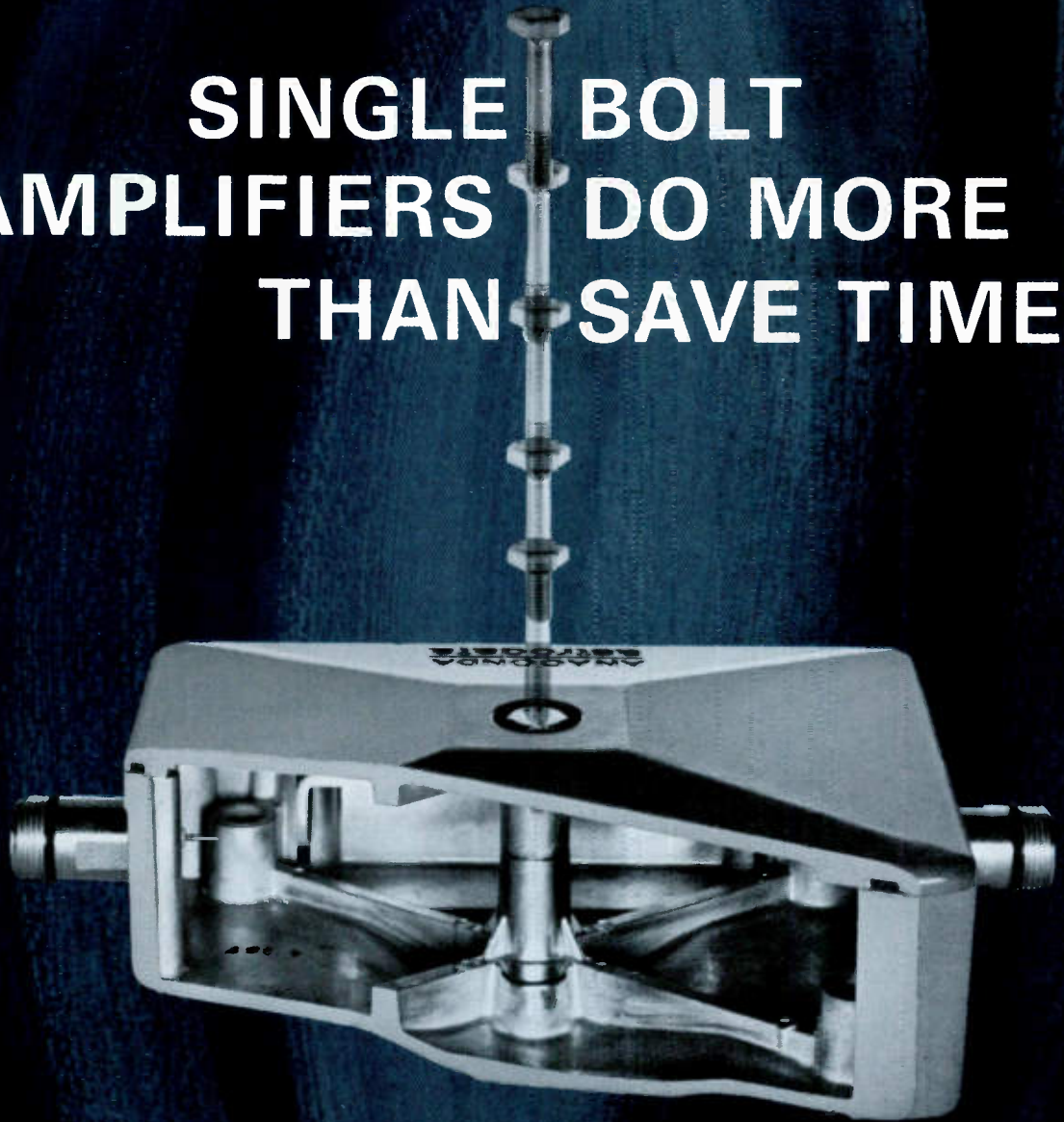
U. S. Patent No. 3,320,363 was granted recently to TeleMation, Inc., Salt Lake City, Utah. The patent covers design features of the News Channel equipment. Four inventors, all TeleMation employees, led by William G. Laird, vice-president, engineering, are named in the patent. Mr. Laird stated that all of the requested twenty-nine claims were granted, thus assuring broad coverage in the wire service televising field.

Article Correction

In our July issue, an error was made in the article, "New CATV Services."

The caption underneath the picture on the left-hand side of page 88 should refer to Mr. Bob Huntsman. The two men in the photograph on the right-hand side of the page are Mr. Charles Bishop and Mr. John S. Booth.

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Systems

Caywood C. Cooley has been named technical director of microwave and cable systems for The Jerrold Corp. Cooley previously operated his own CATV engineering consulting firm. Prior to that, he held positions with TelePrompTer Corp. and Jerrold Electronics Corp.



Mr. Cooley



Mr. Allan

Robert E. (Bob) Allan has been appointed vice president in charge of CATV operations for Telesis Corp. He has served as director of marketing for the past eight months, and will continue in this capacity, in addition to his new responsibilities.

I.D. (Bud) Williams has been appointed vice president and general manager of Nevada Television Cable Co.



Mr. Read



Mr. Schilling

Leslie Read, who formerly served as manager of Elmira (N.Y.) Video, has been promoted to director of operation for the CATV Division of TelePrompTer Corp. He is succeeded in the Elmira position by **Donald Schilling**, former manager of Farmington (N.M.) Community TV. **Richard J. Sabino**, general manager of three upstate New York systems,

has joined the company as administrator of TelePrompTer Manhattan CATV.

Daniel D. Calibraro has been named vice president of the WGN Televents CATV unit. He was previously assistant to the president of WGN Continental.

Randy Scott has been named manager of Badger CATV's system in Ladysmith, Wisconsin. Scott previously served with the Rhinelander and Sparta, Wisconsin systems.

Charles V. Bean has been appointed manager of Montachusett Cable Television Corp.'s system in Fitchburg, Massachusetts.



Mr. Sabino



Mr. Prather

Robert E. Prather has been appointed eastern region marketing manager for GT&E Communications Inc. Prather will be based in Fort Wayne, Indiana.

Mrs. Virginia Ringhausen has been named manager of Louisiana (Missouri) Cable TV, Inc.

Gene Baril has been named manager of the GT&E system which serves Adrian-Tecumseh, Mich. Baril has over 15 years of broadcasting experience.

Bob Stout, Jr., has been appointed manager of Community Antenna Television of Pennsylvania, Inc.'s system in Rochester, Pa.

Paul "Pug" Ingrham has been promoted to staff engineer for American Cablevision Co. Ingrham was formerly with the company's systems in Fairmont and Morgan-

town, W. Va. **Don Toothman** has been appointed chief technician for the Fairmont system. **Larry A. Kirby** and **Daniel Tennant** have also joined the Fairmont staff.

Rex Porter has been appointed general manager of United Video Systems, Inc., Kansas City, Missouri.

Gerald E. Marnell has been appointed chief engineer of Louisiana CATV Inc., West Monroe, La. Marnell previously served with Systems, Inc. of Miami, Oklahoma.

Harry Baldo has been named chief engineer for Pulaski (Va.) Cable TV. Baldo previously gained an extensive background in microwave and cable engineering with Entron and Eastern Microwave.

Wilbur J. Benckendorf has been named manager of Streator (Ill.) TV Cable Company. Benckendorf has been associated with the cable firm as a technician since 1965. He replaces Charles Shank.

Andrew Calhoun has been named manager of Suburban TV Cable Co.'s system in Shillington, Pa. He has been employed by TV Cable Supply Co. for the last three years.

Cecil E. Monson has been named general manager of Ontario Cable TV Inc., Geneva, New York. Monson, who has been with the system since September, 1966, succeeds Robert Plunkett as manager.

Suppliers

Robert L. Toner has been named sales manager of the CATV Systems Division of Jerrold Electronics Corp. Prior to joining Jerrold, Toner held managerial positions in the electronics sales field for the past 20 years.



Mr. Toner



Mr. Crist

Duane W. Crist has been appointed to the newly-created position of sales manager, CATV products for Ana-

conda Astrodata Co. Crist, a veteran in the CATV field, formerly served as executive vice president and general manager of Kaiser CATV Corp. and vice president and marketing director of Ameco, Inc.



Mr. Page



Mr. Old

Carter F. Page has been named vice president-finance of Ameco, Inc. Page, who has been treasurer for two years, joined the company as assistant treasurer in early 1965.

Richard G. Old has been appointed to the position of northwest regional sales manager for Anaconda Astrodata Co. Old was employed until 1964 as chief technician and resident manager of what is believed to be the first system in the country, located at Astoria, Oregon. Prior to joining Anaconda Astrodata, Old was national contract sales manager for Ameco, Inc.



Mr. Saphin



Mr. Maki

Harold N. Saphin has been named director of operations for the electronics division of Vikoa, Inc. Before joining Vikoa, Saphin was director of operations for Fairchild Hiller.

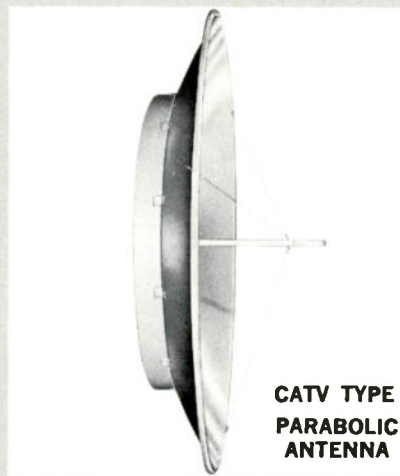
Charles E. Maki has been appointed senior vice president in charge of Ameco, Inc.'s CATV Products Division. Maki previously was product line chief engineer at Honeywell Aerospace Division, Minneapolis, Minn.

Charles Whitlock has joined Ess-Tee Electronics as general partner. Whitlock, who was formerly employed by Co-Axial Systems Engineering Co. as general manager, has

Gabriel Electronics, for many years — and still — the nation's leading designer and producer of microwave communications antennas for Heavy Duty Common Carrier Systems, now offers a complete line of parabolic antennas and passive reflectors to the CATV industry. Designed for CATV . . . economically priced for CATV!

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ANTENNA



CATV TYPE
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assumed duties as general manager of administration for Ess-Tee.

A. T. Keenan has been appointed to the position of national sales manager for Jerrold Electronics (Canada) Ltd.

Donald J. Lanzinger has joined Ameco Engineering Corp. as senior engineer. Lanzinger was senior electronics engineer at Motorola Aerospace Center for more than 3 years and is a member of IEEE Circuit Theory Group.

J. D. (Jim) Sherrill has been named manager of Superior Cable Corp.'s wire and cable development group, research and engineering department.



Mr. Keenan

Mr. Lanzinger

Ronald D. Crawford has been appointed a field technician for Superior Cable Corp.'s Comm/Scope Division. Crawford has had experience as chief technician for operating systems in Tennessee and Virginia.

Tom M. Williams has been promoted by Ameco, Inc. to sales representative in Texas, Oklahoma, Arkansas and Louisiana. He is establishing headquarters at Dallas, Texas.

Mervyn B. Taylor has been named sales administrator of Tubotron Inc.

Aberdeen Company has announced that it has moved into new and larger headquarters at 11515 West Jefferson Blvd., Culver City, California 90230.

National Teline Corp.'s construction subsidiary, **Systems, Inc.** has changed its name to **Teline Systems, Inc.** The subsidiary's mailing address: 235 Bear Hill Road, Waltham, Mass., 02154.

Professional

Grover C. Cobb, vice president and general manager of radio station KVGB, Great Bend, Kansas, has been elected chairman of the board

of directors of the National Association of Broadcasters. He succeeds John F. Dille, Jr. Cobb is also president of Cobb and Associates, a corporation which holds CATV franchises in Great Bend, Hoisington and Larned, Kansas.



Mr. Cobb



Mr. Bryan

B. Milton Bryan has joined the staff of **TV Communications** magazine as assistant editor. A graduate of Oklahoma's Central State College, Bryan will assist in formulating and producing issues of the monthly journal, and will also have duties on TVC's two annual CATV directories.

Paul Snyder of Coshocton, Ohio will serve as president of the Ohio Cable Television Association for the forthcoming year. Other new officers are **Oscar Baker**, Piqua, vice president and **J. T. Hoey**, Chillicothe, secretary-treasurer. Trustees are **Bill Pitney**, **C. R. Vogt**, **Robert Fielder** and **Andy Kovlan**.

Alan Raywid, former special assistant to the Assistant Attorney General of the United States, has joined the Washington communications law firm of Cole & Zylstra. The firm name has been changed to Cole, Zylstra & Raywid.

Arthur V. Winberg has joined the Washington law firm of Smith, Pepper, Shack & L'Heureux. Weinberg will be associated with the firm in the general practice of law.

Justo Caffi, manager of Foothill TV Cable Co., Sierra Madre, Calif., has been honored by the city's chamber of commerce in recognition of his contribution to student education through cable television.

Obituaries

Alex Shniderman, vice president of United Video Systems, Inc., Kansas City, Missouri, was killed June 2 in the crash of a private plane at Seneca, Kansas.

System Sales

National Trans-Video, Inc. president Doug Jarvis has announced that his company has purchased the systems serving the neighboring communities of **Clinton and Elk City, Oklahoma**. The two systems, which serve more than 4,000 subscribers, were formerly operated, respectively, by Oklahoma Video, Inc., headed by Alan Harmon, and Western CATV, Inc., of which Monroe Rifkin is president. Broker in the transaction was Daniels & Associates.

Newhouse Microwave, Inc. of Syracuse N. Y., has purchased the remaining 50% interest in **New York-Penn Microwave Corp.**, according to Mr. and Mrs. Warren Fribley, who formerly held the additional half interest. Broker in the transaction was Daniels & Associates.

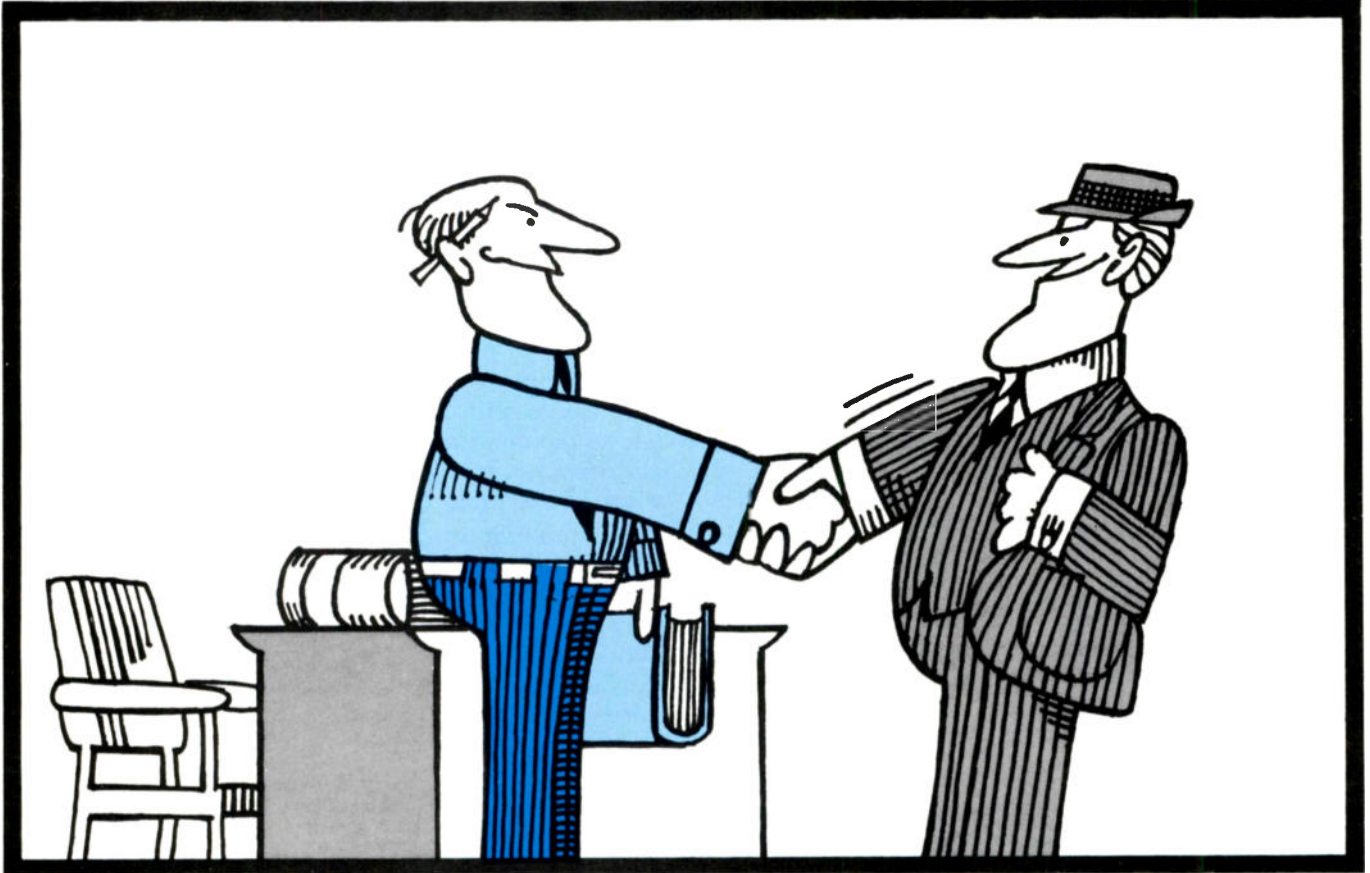
Continental Transmission Corp. and North Central Video Inc. officials have announced that an agreement has been reached for Continental's purchase of the **Ely and Babbitt, Minnesota** systems. Changeover was tentatively set for June 30. The systems serve more than 1,000 subscribers.

Sonora (Calif.) Community Antenna owner Larry Jacobsen has announced the pending sale of the system to **Blonder-Tongue Laboratories** of Newark, New Jersey. Jacobsen, who will remain with the company on a consulting basis, reports that the new owners plan to provide 12-channel reception.

Cablevision Enterprises, Inc., 50% owner of the **Findlay, Ohio** system, has agreed to purchase the other 50% interest from Cox Broadcasting Corp., according to an announcement by Cox officials. Under the terms of the agreement, Cablevision Enterprises will acquire Cox's interest for approximately \$500,000.

GT&E Communications vice president and general manager Wenton F. Stewart has announced the acquisition of the assets of **Edmonds (Washington) Cablevision**. No sale price was disclosed. The acquisition brings to 37 the number of systems and franchises held in eight states by the General Telephone subsidiary. □

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Selling with Sight and Sound

By Robert A. Searle

Much of the excitement which envelops the rapidly changing and expanding cable television business is related to dramatic developments in equipment and technology. But the heartbeat of a cable TV operation is not in the hardware but, rather, in the marketing of the service.

Selling a quality "product" at a fair price to those who desire it is what ultimately makes a cable television business a success. So, assuming that the technical aspects of your system are well in hand and you're delivering clear, consistent signals down the feeder lines, how do you go about creating the *desire* for this service?

Of course, the answer is advertising; you must convey the value and excitement of cable TV service to your potential customers. Then, hopefully, the informed and enthused prospect will pick up his telephone and request cable service. But how about the

many very "live" prospects who fail to respond to traditional advertising messages, even after repeated exposure? To accelerate the motivating process, many system operators have utilized direct sales techniques — and usually with excellent results.

Naturally, just sending out a group of salesmen is, in itself not sufficient. A salesman must be able to open doors and close sales. He must know the cable television story, and be able to present it in an acceptable manner. He must be able to anticipate — and deal with — reactions and resistances.

Of equal importance, he must perform a public relations function: leaving a prospect in as friendly a mood as he found him, or friendlier, whether the prospect is signed up or not. This is a lot to ask of a sales force. Followed to the letter, the requirements are stiff enough to eliminate a large number of would-be salesmen or saleswomen at the outset.

The door-to-door campaign, perhaps the most trying and difficult way to sell anything, is still the *surest* way to sell cable television. But the door-to-door campaign must be thoroughly and efficiently implemented. One expertly organized and carefully executed direct sales program has been systematically developed by Daniels & Associates.

Just prior to the 1965 NCTA Convention, Denver-based Daniels & Associates hired Tom Johnson to devise the means and methods for implementing cable television sales for Daniels-managed systems. Johnson, formerly with TeleSystems Corp. has, to date, conducted advertising and promotion campaigns for more than 100 CATV systems in 23 states, including 30 systems operated by Daniels Management Co., of which Monroe "Monty" Rifkin is president.

His extensive experience includes use of direct mail, radio, television, newspapers and billboards, and he has conducted numerous door-to-door and open-house campaigns.

"The Daniels organization has given much thought and effort to the problem of selling cable television service," Johnson says. "We've tried everything anyone else has tried; maybe a few things they haven't.

"And although we've had a measure of success, we've not always had the successes we hoped for. We've not signed the number of subscribers in any market that we felt we should have — subscribers that we knew



Sales Partner package consists of projection unit, manual for salesmen, manual for system operator, daily report sheets for both and a colorful mailing piece.

were there, if we could just find the way to reach them.”

Johnson has developed a sales-aid that not only is helping to reach more prospects, but the prospects are being reached more rapidly, and sales are being closed more easily. The sales-aid is called, appropriately enough, the Sales Partner.

The Sales Partner, approximately the size of an attache case, 6" x 12" x 17", is a self-contained audio-visual unit, with a viewing screen inset in one side. It weighs less than 15 pounds, and can easily be carried by a woman.

Employing a 35mm color filmstrip, made up of 80 frames which are comprised of photography and artwork, and an audio-tape cartridge, the Sales Partner makes the cable television presentation in 8 minutes.

In synchronization, the film and audio-tape show and tell the What, How, When, Where and How Much of cable television. It tells the story professionally, precisely, accurately and concisely; and it tells the *same* story each time it is operated, without stuttering, stammering or hesitation.

The Sales Partner, more than 6 months in development, has been tested in only one market thus far. The Monroe/West Monroe area, contiguous communities, was chosen for several reasons, Johnson said. The cable system has been in operation since April, 1958. It was purchased by Narragansett Capital Corp., Providence, R. I., in December, 1965, and Alvin H. Hartman, Narragansett vice-president, asked Daniels Management Co. to take over the operation.

A number of problems confronted the new management: There was an extremely low market saturation; inferior reception and frequent outages; poor relations with city officials; poor broadcaster relations; lack of TV dealer support; few commercial accounts and



Lightweight Sales Partner is easily used by women. Method of presentation gives salesperson the opportunity to study prospects' reactions, mentally note probable resistances.

several other disadvantages which added up to a bad public image.

The Daniels' firm went to work to improve public relations and sales. How well they succeeded is pointed up by the NCTA 1967 First Place Advertising Award. In one year's time, the number of subscribers in the Monroe/West Monroe area was increased from 750 to more than 2,000.

But there still was a hard-core of resistance, based on suspicion, distrust and misunderstanding. With the development of the Sales Partner, Johnson felt that the two communities comprised a ready-made testing ground. In the spring of this year, six non-professional persons were chosen to put the Sales Partner to work. The group was made up of women and college students. They underwent a brief period of training, were equipped with daily-report sheets, a sales manual which furnished answers to all anticipated questions, and a receipt book.

A couple of days prior to the sales force being sent out, a 4-color mailing piece, entitled "An Invitation to the Wonderful World of Cable TV," was mailed to homes which had been selected to test the Sales Partner. This mailer was received by the prospects in a hand-addressed, personalized envelope.

"The group averaged better than 40 percent closings the first time out," Johnson says. "One college sophomore closed 13 sales on 15 calls. And these were people who already had been called upon, (without the help of the Sales Partner) and had emphatically said 'No!'"

After a two-month period, the closings reached nearly 50 percent, Johnson said. "Compared to the old flip-chart method which, at best, produced 20 to 25 percent closings, we knew we really had a winner." Subscriber count has now been boosted to 2,450.



Tom Johnson, left, checks recorded voice, sound-effects used in Sales Partner tape cartridge with engineer, Soren Bredsdorff, of Fred Arthur Productions, Denver.

Cablevision's manager, Norman "Chick" Williams, and Tom Edwards, sales and promotion manager, were both quite predictably delighted with the Sales Partner.

"It makes an amateur salesman appear to be a professional, and it makes a professional salesman a top producer," Williams said.

Edwards pointed out that salesmen still must be screened. "We still hire and fire salesmen," he said. "The Sales Partner can't force a man to make calls, to fill out reports, or to comply with other things he's required to do. But when we get a person who really wants to cooperate and work, the use of the Sales Partner almost guarantees sales."

The prime advantage of the Sales Partner package according to Johnson is that it "gives the control of sales back to the management. They don't have to wonder how a man is doing," he says. "They have the facts and figures at their fingertips." Describing the use of the Sales Partner he said a salesman either selects or is given a list of households to call upon. Prior to his actually ringing the doorbell, the prospect has received the 4-color mailing piece.

"Once the salesman is inside the house, the most recent results we've had show he has better than a 50 percent chance of closing," Johnson said. The salesman introduces himself, tells the prospect he would like to have the prospect's comment on a short film presentation on cable television. Hopefully, both man and wife, and children, if any, are present.

The color film is crisp, sharp and brilliant. The sound is clean and pure. The story is told clearly and with

impact. There are no objections or interruptions from the prospects; their eyes and ears are trained on the Sales Partner. "And we have found there is little resistance to the Sales Partner. It is a prestige presentation, and it's almost as though the Sales Partner was an entity unto itself — authoritatively representing cable television," Says Johnson.

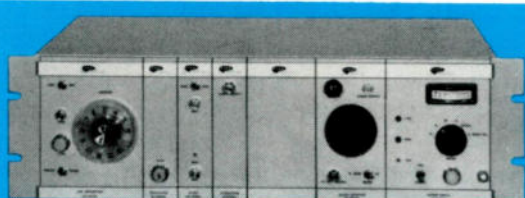
Once the film is completed, after spelling out by illustration that the cost of service is only pennies a day, the salesman waits for a comment by the prospect. He has been free to observe his prospect's reactions all through the film, to note which portions of it caused raised eyebrows, a smile or a negative gesture, and with some practice he can anticipate — and thereby formulate ready answers for — the questions the prospect will raise.

Except on rare occasions, the answer to any question or objection has been covered in his Sales Partner manual. Once questions and objections have satisfactorily been dealt with, the salesman either goes away with a closed-sale, or leaves a friendly atmosphere where he will again be welcome.

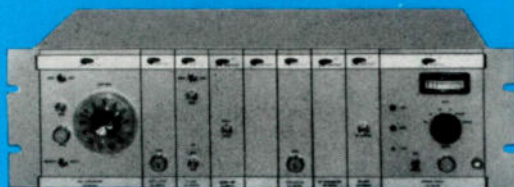
The salesman completes a daily report sheet in triplicate. He keeps one copy, one is kept by the system manager and, in this case, one copy is airmailed to Daniels Management Co. Additionally, the system manager, aided by a Sales Partner manual of his own, prepares and airmails a daily evaluation report on all salesmen.

According to Johnson, the flip-chart method, which depended primarily on an articulate salesman, took

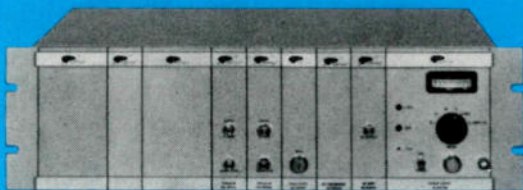
WHEN IT COMES TO HEAD-ENDS



TELEVISION DEMODULATOR



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... can you afford anything but the very best?

The most critical part of any CATV system is the head-end and, so far, not even the best has been good enough. But now, DYN AIR can supply a completely solid-state head-end package — to your specifications — that will perform with broadcast precision.

DYN AIR head-end equipment includes all three basic signal-processing units, with interchangeable modules used to minimize maintenance problems. Sophisticated military-type RF shielding on each module eliminates interference common to equipment using standard commercial packaging. Precise frequency control and AGC circuitry assures interference-free full-color pictures.

Not just another head-end, but truly professional equipment designed by a company with years of experience with broadcast television transmission and solid-state CATV head-end equipment.

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The other name on this cable is Phelps Dodge.

That means something extra.

It seems to us that when you buy a cable for your CATV system you want something more than just a method to carry your signal. How about the need for absolutely reliable cable performance?

As a source, only Phelps Dodge offers a unique combination of years of cable manufacturing experience, an in-depth staff of trained technical people, unfailing service from a country wide network of sales offices and warehouses.

You can easily see that when you've made up your mind about the cable you want, who you buy from becomes very important. That's why, when you choose us you get a certain something extra. That's the comforting assurance that we have the size, strength, capability and willingness to stand in back of our cable from the moment your order is received. We do this simply because we can't afford not to.

One of the cables we sell is Foamflex, an all-purpose jacketed aluminum sheathed cable available in nominal lengths of 4,000 feet at a cost competitive with unjacketed cable. To you, this means one cable usable for all types of installation, aerial, buried, or duct.

Foamflex, the original aluminum sheathed foam dielectric coax offers average VSWR of 1.05 on all channels, uniform electrical properties over a wide range of temperature variations, low loss, no radiation, stable attenuation at high band frequencies, light weight for easy installation, long-term operating life.

For complete details on new Foamflex and listing of our sales service stocking centers across the country, write, wire, TWX or telephone Phelps Dodge Copper Products Corporation, 300 Park Avenue, New York, New York 10022. Telephone (212) 751-3200. TWX (212) 867-7455.

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more of the prospect's time, managed to convey less than one-third of the information given by the Sales Partner, and resulted in questions and objections by the prospect throughout the sales pitch.

"Many salesmen quickly fell into short-cut routines, skipping those portions of the presentation they felt would raise objections. Consequently, the prospect was not fully informed and, many times, as hard to sell at the end of the presentation as he was at the beginning," Johnson says.

"The Sales Partner tells the same story every time; it tells the story management wants told, and does not rely on the ingenuity or glibness of the individual salesman — abilities often lacking. The Sales Partner also is a natural for TV dealers. They can just set it on a counter and let it sell for them. It's easy to load the film and audio-tape, and one control operates the machine."

Prospects apparently find the presentation entertaining and highly informative. There are a number of things salesmen expect of a selling aid, and the Sales



The Sales Partner presentation, comprised of eighty frames of 35mm color film, requires numerous pieces of art as well as photographs to tell Cable TV story.

Partner meets those requirements: It helps them to get and hold the prospect's attention. It's easy to use, is self-contained and requires no additional props. It sells "the hard ones hard and the easy ones fast," and it lets the industrious salesman make several more calls per day, according to Johnson.

The sound-film is "prestige" selling. It does not tell jokes or shoot the breeze. While the salesman may forget something very important to the sales pitch, the Sales Partner never forgets a thing. Consequently, Johnson says, the salesman gains confidence and is more at ease with prospects.

According to Johnson, the Sales Partner broadens the area from which salesmen may be chosen. College

Award Winning Promotions

Tom Johnson, who developed the Sales Partner direct sales program, has an impressive record of accomplishment since joining the Daniels firm. He originated and directed the advertising and promotion campaign which resulted in Cablevision Parsons, Kan. (TV Communications, April '66), receiving NCTA's First Place Advertising award in 1966. The Daniels' team also was responsible for the receipt by Gulf Coast Television, Naples, Fla., of NCTA's First Place Public Relations Award last year.

At the NCTA Convention in Chicago this past June, campaigns originated and supervised by Johnson won the First Place Award for Advertising for Cablevision, Monroe/West Monroe, La., and the Daniels' team-work gained the 1967 Public Relations Award for Iowa Video, Ft. Madison, Iowa (TV Communications, Oct. '66).

Bill Daniels received a Special Award from the NCTA Committee for a 21 minute slide-film presentation, developed by Johnson, which Daniels has used before several city councils in the Denver metropolitan area. The presentation also has been shown to the FCC CATV Task Force, the Alabama Cable TV Ass'n, the Mid-America CATV Ass'n, the Southern CATV Ass'n, the National Convention of American Women in Radio and Television, 75 members of the Communications Bar Ass'n, two FCC Commissioners and the entire Commission staff.

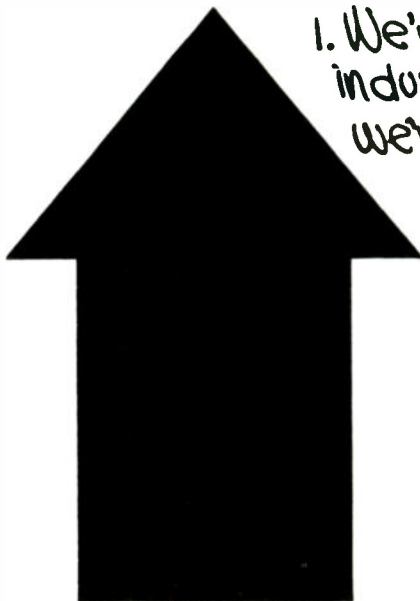
students, off-duty firemen, policemen and mailmen are excellent trainees, especially the latter, who are known and accepted in their neighborhoods. "Since getting into the prospect's home is four-fifths of the battle, firemen, policemen and mailmen have a definite advantage over other part-time salesmen," Johnson states.

"After a system has achieved a fair degree of market saturation, say 30 percent, through a series of promotions and routine advertising, it often hits a plateau and begins to coast, without a significant increase in subscribers. The Sales Partner is an excellent method for convincing the fence-riding nonsubscriber." The Sales Partner presentation also may be used in a projection unit for showings to large groups, such as city councils, PTA's, church groups, businessmen's luncheons and open-house parties.

Beginning this fall, Daniels Management Co. plans to utilize the Sales Partner throughout the 30 systems it operates. "We have found that 8 subscribers will, in one year's time, pay for the cost of a Sales Partner," Johnson said. "That is an extremely low cost for what we believe is the finest sales-aid we've yet seen."

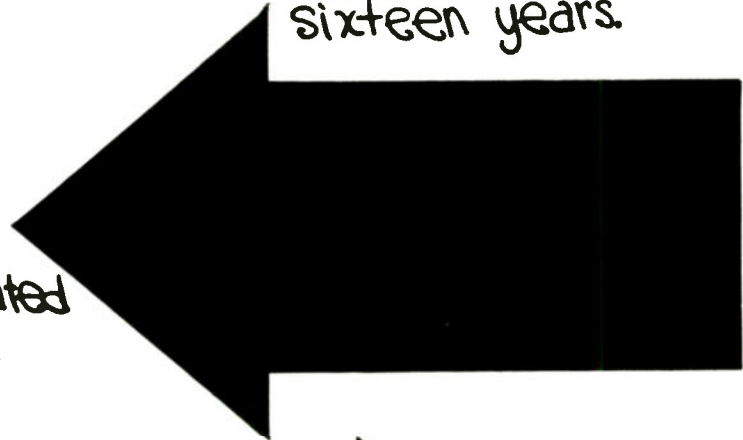
He said the Sales Partner package will be made available to other cable television systems. "After a demonstration of its use at the NCTA Convention in Chicago, a number of cable system operators asked about the possibility of securing Sales Partners for their salesmen. They were pleased with the quality of the pictures and sound, and with the content of the sales pitch.

"We'll be happy to share this selling-aid with other systems," Johnson said. Door-to-door selling, one of the hardest jobs in the world, has been made a little easier for cable television operators. □



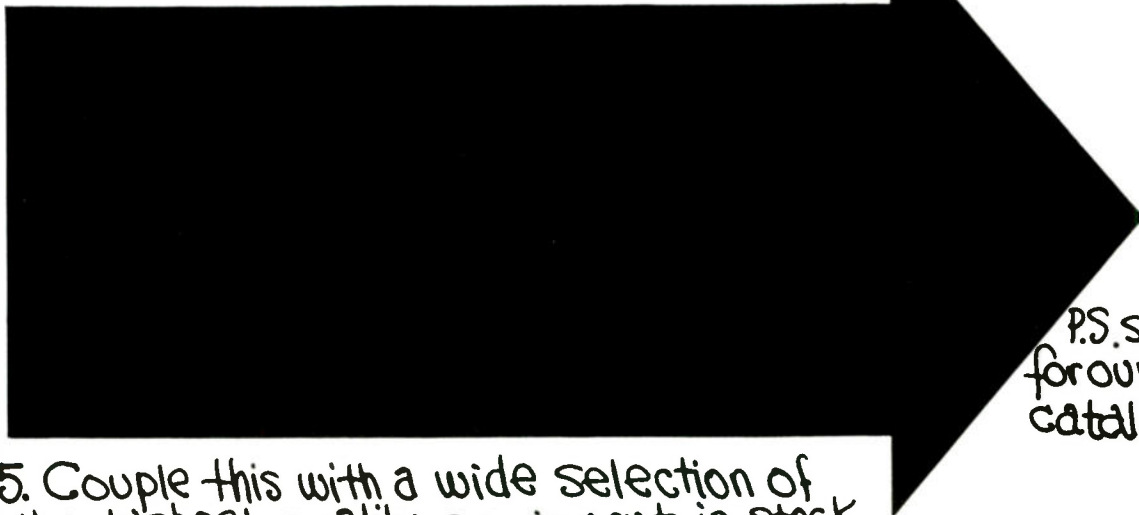
1. We've watched the industry grow and we've grown with it.

2. There probably isn't one problem or need that hasn't crossed our desk in the last sixteen years.



3. to a point where you can order anything related to CATV from us...

4. and often get fast 24hour delivery.



P.S. send for our free catalog!

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What Happened in Chicago

CATV left Miami last year a rambunctious adolescent; it arrived in Chicago for this year's annual convention a young adult ready to assume more fully its role in the country's communications framework.

What made the difference? The first answer would have to be *local origination*. The Miami convention heard the rallying call by NCTA president Fred Ford for increased local public service programming. The response by operators was immediately favorable and community after community this past year received local television coverage which its citizens had not dreamed possible.

Another sign that CATV has finally arrived as a mature face on the communications scene was the interest shown this year by system operators in quality equipment. Several manufacturers featured more sophisticated gear, and the much heralded twenty channel

capability was discussed and displayed in the exhibit halls. (A complete rundown on equipment and services shown at the convention is featured elsewhere in this issue.)

Finally, there were several new and important faces at the show which indicated the direction the industry is taking. AT&T exhibited for the first time. Gulf and Western came into the industry in the past year, and its subsidiary, International Telemeter, displayed a new line of equipment. Hughes Aircraft had an impressive display of its sophisticated 18 GHz short-haul microwave distribution system. And Conductron, Inc., a subsidiary of another aerospace and electronics giant, displayed a new line of amplifiers which marked its advent in the cable television industry.

Good Planning Evident

For the first time in its history, an NCTA convention passed the

3,000 mark in attendance — up 50% from last year. The Chicago meeting did differ from the Denver and Miami conventions in that very few wives and children attended. (Maybe the news reports of the millions of dead fish along Lake Michigan dissuaded them.) In any case, only six children were officially registered, and very few wives were in attendance.

What kind of a convention was it? First of all it was well planned, informative and entertaining. The three spacious exhibit halls were easily accessible. The management and technical sessions, and the luncheon speakers were all top flight. Jerrold's Tuesday night "Roaring Twenties" party and the Wednesday night banquet were each a success.

The convention led off with a panel of the nation's leading communications experts: James D. O'Connell, Director of Telecommunications Management in the Executive Office of the President; Dr. Allen E. Puckett, Executive Vice President of Hughes Aircraft Company; James McCormack, Chairman of Comsat; and Dr. John R. Pierce, Executive Research Director of Bell Telephone Laboratories.

Addressing themselves to the complex but vitally important topic of the "Communications Explosion," the distinguished panel-to-a-man agreed with O'Connell that the technological explosion is outstripping man's present capacity to put it to use. O'Connell stressed that the proper role of communications should be to "extend man's capability." Referring to the vast amount of unused scientific capabil-



NCTA president Ford introduces distinguished panel on the "Communications Explosion". Seated (l. to r.) are John R. Pierce, James D. O'Connell, convention chairman Bob Regan, James McCormack, and Allen Pucket.

ity, he characterized the current situation as "a warehouse of technology which has little effect on our lives."

In the same vein, Dr. Puckett reiterated that "in the area of communications, physics and science are ahead of the game." He explained that in the province of satellites, "the technical possibilities raise more questions than they answer."

Comsat's McCormack touched on numerous facets of satellite transmission and discussed a "multi-use system" which could eventually distribute radio, television and data. He stressed that data is the key factor in the development of an *economically* feasible multi-use satellite transmission system.

Access by Sound and Sight

Perhaps the most visionary statement on the world shaped by the "Communications Explosion" came from Bell's Dr. Pierce. He described



Moving force behind convention organization was Sam Street. NCTA convention and membership services director, shown here adding final touches to NCTA's information booth.

the personal services which will be offered by communications in the future: "We will hear, read or see whatever we want, for whatever purpose we wish, wherever it may be. We will have access by sound and sight to anyone in the country, and ultimately in the world. From our homes or offices computers will take orders for goods and services, tell us when we can have them, see that our requests are



Officially opening the 1967 Convention, Carolyn Denton (Miss Oklahoma) gets assistance in ribbon cutting from associates' representative John Campbell, then national chairman Al Stern, and convention chairman Bob Regan.

carried out and bill us or collect from our bank accounts."

Dr. Pierce also underscored the lab between technological capability and economic feasibility: "We could build a laser communications system tomorrow, but we can't build an economically feasible one." He concluded with the belief that the effective utilization of the radio spectrum will require a greater use of cable, microwave, and laser. In the distant future, he said, radio waves "will be used to perform chiefly certain unique services such as communication with moving vehicles and people."

The "Communications Explosion" panel was only the first of several highly useful panel discussions and informative speakers. For those who were either unable to attend or who want detailed coverage of the other panel discussions and the speeches by Rep. Macdonald, Commissioner Loevinger, NCTA chairman Al Stern or president Fred Ford, *TV Communications* has prepared extensive coverage which follows in this section.

New Slate Named

The election of officers and new directors for the coming year is

always a vital part of an NCTA convention. In addition, the Chicago meeting witnessed the favorable passage of an amendment changing the name of NCTA to National Cable Television Association. In the election of officers, the NCTA members present gave full endorsement to the slate set forth by the nominating committee.

Jack R. Crosby, Del Rio, Texas, was elected National Chairman. Crosby is president of GenCoE, Inc., a CATV complex serving over 50,000 subscribers across the country. Frank Thompson, regional manager in Minnesota of Jack Kent Cooke's systems, was elected National Vice Chairman. Other officers elected were: Albert J. Ricci, Keene, New Hampshire, president of Pioneer Valley Cablevision — National Secretary; and W. Randolph Tucker, president of United Cablevision — National Treasurer.

In addition, seven directors were elected at the meeting: Ralph N. Demgen, Willmar Video, Inc., Willmar, Minnesota; Douglas H. Dittrick, General Electric Cablevision Corp., Schenectady, New York; Sam C. Haddock, Moscow TV Cable Co., Moscow, Idaho; William F. Hemminger, Gulf Coast



Shown on stage at NCTA's annual banquet are new national officers (kneeling, l. to r.) W. Randolph Tucker, treasurer; Albert J. Ricci, secretary; Frank P. Thompson, vice-chairman; and Jack R. Crosby, national chairman. New directors (standing, l. to r.) are Claude M. Stevanus, Sam C. Haddock, Ralph N. Demgen, Ward D. Ingram, Monroe M. Rifkin, and William F. Hemminger. Not shown is director Douglas H. Dittrick.

Teleception, Port Charlotte, Florida; Ward D. Ingram, Tele-Vue Systems, Inc.; Monroe M. Rifkin, Daniels & Associates, Denver, Colorado; and Claude M. Stevanus, Tower Antennas, Inc., Coshocton, Ohio.

Comments of Alfred R. Stern

I would like to take this opportunity to indicate the appreciation of all of us for the job Bob Regan and his committee have done in planning this year's Convention. A great deal of work went into the planning of this Convention and Bob's committee together with the NCTA staff deserve a great deal of credit for making it a most interesting meeting.

It is a great pleasure and honor, as the National Chairman of the NCTA to report to you briefly on your Association's activities. Many of you are able to follow closely the developments of our various industry problems but others have not been able to do so. I thought it might be a good idea to briefly review this last year and to pick out the highlights month by month of items affecting our industry.

Last June at the convention in Florida our President, Fred Ford, in his major speech recommended local public service programming as an important new development in CATV. At that same convention the membership endorsed our first full scale public relations campaign about which you have been informed over the year and for which a large sum of money was appropriated.

During July the court cases surrounding the FCC jurisdictional "grab" of authority with respect to CATV were transferred to the United States Court of Appeals for the 8th Circuit in St. Louis, Missouri. This was a significant step in consolidation of a number of cases pending in various courts.

In August, the Senate Copyright Subcommittee, under the Chairmanship of Senator Quentin N. Burdick heard testimony on the CATV copyright law. Fred Ford testified at that hearing and presented for the first time publicly NCTA's new position with respect to copyright. At the FCC they established the CATV Task Force and appointed Sol Schildhouse to

head this important unit.

In September the House Judiciary Copyright Subcommittee reported its bill to the full Judiciary Committee. This was the beginning of the House action which culminated in April as I will indicate later.

During October, NCTA filed its major complaint at the Commission against AT&T, GT&E and United Utilities asking that the Commission investigate the legitimacy of lease-back CATV facilities and other CATV services operated by these companies. Also as many of you recall, NCTA in October began its first series of Regional Meetings which lasted through the month and into November. I believe this was a beginning of a much needed strengthening of ties between the state and regional groups and the national association. The FCC in October agreed with the NCTA complaint and ordered hearings on the lawfulness of CATV service facilities of the Bell Telephone Co.

November brought a sharp reply from the AT&T, GT&E and United Utilities which "categorically deny any allegations or implications of any wrong-doing on their part which may be contained in NCTA's filing."

December saw NCTA's highly successful Legal Seminar which was held in Chicago. More than one hundred lawyers attended and all of them indicated that it was a most useful experience. In our fight with the telephone companies, we continued our aggressive action and requested the FCC to consolidate all complaints in the telephone-CATV hearing. We suggested that they hold a two-phased hearing — the first phase to cover the lawfulness of all aspects of the practices in question, and the second phase to cover justification of the rates for CATV tariff service. The 89th Congress completed its work without acting on either the House Commerce Committee bill to regulate CATV or the House Copyright bill.

In January, 1967, a flurry of activity began on all fronts. The 90th Congress convened and Representative Torbert H. Macdonald was appointed chairman of the important House Commerce Communications Subcommittee. A new group, the House Small Business

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Subcommittee under the chairmanship of Representative John Dingell became interested in CATV and the chairman indicated a displeasure with CATV-broadcaster cross-ownership. He also felt that CATV must not be allowed to interfere with the development of UHF television (a cry we seem to have heard from other sources before) but he did take note of the difficulties small CATV operators were having in their dealings with the AT&T and other telephone companies. Towards the end of the month Chairman Emanuel Celler of the House Judiciary Committee reintroduced the omnibus copyright bill which had been considered at the previous session. Important to NCTA members was the First National Cable TV Week that began the last week of January . . .

The month of February found NCTA directors' meeting in Florida.

The previous fall they had requested that a management study be undertaken to determine how efficiently NCTA headquarters was operating with respect to manpower, systems, and implementation of programs. Mr. John Evans, president of Fairbanks Associates, made an impressive presentation recommending certain changes in the organizational structure. Also at this meeting your board approved a recommendation by the NCTA Code Committee formed earlier in the year for an NCTA Code of Ethical Practices. During the last two days of the month NCTA held its first Copyright Workshop in Washington . . . On Capital Hill the House Judiciary Committee, as expected, reported out the Copyright Revision Bill. At the Commission there was an order separating and expediting the investigation into the telephone

companies' practices. So far we were successful in moving this investigation along.

March was a rather quiet month on the Hill and the courts. NCTA headquarters, however, made a reshuffle of its top personnel which was recommended in the Fairbanks report, approved earlier by your board. Also that month NCTA had its first Cablecasting Seminar in Lakewood, Ohio.

During April, the Rules Committee of the House reported out the House Copyright Bill with no changes in its CATV section. One of the members of the House, Representative Arch A. Moore, Jr., became quite concerned about the CATV section of this proposed bill and wrote a letter to his House colleagues in which he suggested certain changes. At the same time the NAB offered for consideration a series of "clarifying" amendments which had a striking similarity to the FCC position in particular on originations, and would have proven a serious blow to our industry. After a heated exchange between various House members . . . the House passed the Bill after omitting the entire section dealing with CATV, rejecting the NAB's, FCC's, and Representative Moore's proposals. At the same time in our legal battle with the Commission over jurisdiction, the 9th Circuit Court of Appeals in San Francisco overruled the FCC with respect to certain action it had taken in the San Diego CATV case. The Court held that in this case the Commission had no authority to limit construction. The ramifications of this will undoubtedly show up when the decision is finally handed down in the consolidated cases which I mentioned are now being considered by the 8th Circuit Court in St. Louis.

Last month unfortunately, as you all know, the decision by Judge Herlands in the Fortnightly case . . . was upheld by the United States Court of Appeals for the Second Circuit in New York. As you can imagine, an appeal to the Supreme Court is now being prepared. The Commission meanwhile began hearings on the practices of the AT&T and other telephone companies. These hearings are to continue for some time.

Industry Awards Presented

The 16th Annual NCTA Convention was the occasion of over two dozen awards and commendations. The Larry Boggs Award, presented annually to "that person who has made the greatest contribution to the CATV industry during the preceding year," was presented to Pennsylvania attorney and system operator George Barco. Walter Kaitz, general counsel for the California Community Television Association, was given an award for his outstanding contribution to state and regional associations. TelePrompTer's Irving Kahn was selected outstanding NCTA committee chairman. And Cleveland Area Television received the "Abel Award" for outstanding video tape productions.

Other awards went to Cablevision of West Monroe (Louisiana) and Salina (Kansas) Cable TV Systems, Inc. for advertising and promotion; Centre Video (State College, Pennsylvania) and Iowa Video (Fort Madison, Iowa) for public relations. Daniels and Associates received an award in a new category — audio visual presentations.

Highlighting the Wednesday night banquet was the presentation of the second Annual CATV Pioneer Awards, sponsored by



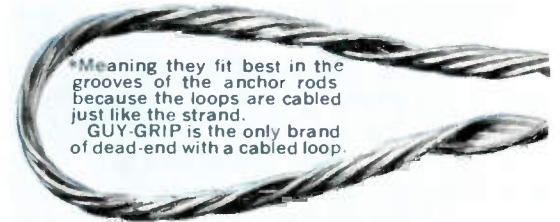
George Barco accepts the Larry Boggs Award from last year's recipient Ben Conroy, Jr.

TV Communications magazine. Added to the 21 Pioneers named last year were 17 industry "old-timers" selected by the first group of Pioneers for their contributions to the development of the cable television industry over a period of at least 10 years. Those named were: Yolanda Barco, Homer Bergen, Ned Cogswell, Jim Davidson, Dean Devoe, Polly Dunn, Gordon Fuqua, Fred Goddard, Gerry Henderson, Holland Rannells, Bob Regan, Clive Rannells, John Spottswood, Claude Stevanus, Lee Stoner, W. Randolph Tucker, and John Walson.

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5. Cabling of loop and added gripping length in the legs provide a beefed-up dead-end with a built-in safety factor... more dead-end for the money.
6. Cabling of loop causes individual wires in legs to remain in subset form throughout application.

GUY-GRIP dead-ends also feature:

- Highest R.B.S.
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|--|---|---|

It has been an active year for all of us. A great deal of hard work, as you can imagine, went into these projects on which I have reported. We fought battles on many fronts, some victorious, and a few defeats, but on balance I believe it was a highly successful year for NCTA.

I have given you this report of our various activities during the last year because I think a pattern emerges which I would like to discuss further. I have heard from many people during the course of my visits around the country and in discussions with operators after hearing a review of the current situation — “well,” they say, “that’s all very fine but what is *really* happening . . . what actions have *really* taken place and particularly what can we do to *really* help mold our future as cable operators.” My friends, You can see how slow, how unbelievably slow is the action of the Congress of the United States, of the courts, and the federal agencies concerned with our business . . . but let me voice an opinion that we have made progress despite the fact that weeks grow into months and then into years and there still is no complete solution to our future. Let me suggest that there will never be an end to this frustrating situation of parry and thrust, attack and defense which is consistent with the development of any worthwhile national industry. When we pull away from the day to day problems and consider how far CATV has come even in the last few years, we can be sure that progress, slow as it may be, has truly been made. We have to believe that within the next 12 months, by the time we meet again, at least a tentative solution to the industry copyright problem will have developed. The FCC’s jurisdiction, and any limitations of it, will be made know. The telephone company “problem” may well be clarified by this time next year as the FCC works on the results of the testimony previously described. Therefore, I suggest that the next twelve months will be crucial to the future of our industry and I strongly urge you to give every possible support to NCTA and your state and regional organizations.

If it is true that we will have to come to grips with many of these

problems in the year to come, the only way we can feel secure about the future is if we stand together facing our many adversaries. Any one of these groups with which we have fought battles in the past and will continue to in the future is much bigger and more powerful than the cable industry. Collectively they are overwhelming, and yet I can tell you with absolute conviction that *nothing will stop the CATV industry from becoming a major factor in the communications life of the United States of America.* We have a service which is wanted, for which people will pay, and I have always been convinced that no court, no Federal agency, not even Congress can keep the American people from receiving the greatest amount of entertainment, information and news which our industry can provide!

One of the problems which must plague any trade association is the fact that it represents such a large group with diverse points of view. In our case a small town operator has his problems, the big city operator his, the single system owner views the future one way, the group operator very often another way. During the course of last year many people have indicated, as an example, possible solutions to our copyright problem. Naturally they were based upon the experience of the individual involved and his realistic view, from whatever vantage point, of the future as he sees it. Some people have said this is a good business — I’ve made my livelihood from it for a number of years, working hard and I do not want anything to change if it is possible to prevent it. On the other hand, some have said in effect, we must look to the future, we must move with the times, we must plan ahead, we must settle this problem not only with an eye on its effects today but more importantly what will it mean to the future of our industry. Now both these positions obviously have their merits but I must tell you in all honesty the only one to me which can be meaningful is the one which says change is inevitable and we must be prepared for it in our business as we are in our every day lives.

I cannot close this report without

making a brief mention of the group who work long hours, day in and day out, with deep dedication in Washington for the cause of our industry . . . The job which I have tried to carry out to the best of my ability this last year could not have been done without the loyal support of Fred, Wally Briscoe, Bruce Lovett, Gary Christensen, Sam Street, Dave Roudybush and Barry Crickmer. To all of you I can only say that it has been a great pleasure serving you as National Chairman this year and I look forward to many year of continued work with this Association as we develop into the kind of industry that I feel is our destiny.

Comments of Frederick W. Ford

The past year has been a momentous one for CATV. Our industry has grown in proportion to our problems. At the present time there are 4,850 communities in the United States with some form of CATV activity: 2,138 communities have systems in operation or under construction; 1,082 communities have granted franchises, and 1,630 communities have applications pending . . . this has now become a nationwide industry that is no longer ignored, but some of the attention we have received, we could well have done without.

Last year the House of Representatives had under consideration H. R. 13286 to regulate CATV. The bill was sponsored by the Federal Communications Commission and supported by the National Association of Broadcasters and the Association of Maximum Service Telecasters. It was very restrictive in character and died in the Rules Committee. This year the House passed a copyright bill, H. R. 2512, which is now pending in the Senate, with no special provisions for CATV. The original provisions relating to CATV were supported by the Federal Communications Commission, the National Association of Broadcasters and the Association of Maximum Service Telecasters.

Section 111 of that bill containing certain exceptions and penalties for CATV was stricken on the floor of the House. It was stricken because the section was being used

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as a vehicle to regulate CATV. Those portions of the section relating to regulation were referred to the House Interstate and Foreign Commerce Committee and those relating to copyright were sent back to the House Judiciary Committee for recommendation of the respective committees within the area of their jurisdiction. The House bill and a companion measure S. 597 are pending in the United States Senate with their fate undecided.

Meanwhile the United States Circuit Court of Appeals for the Second Circuit affirmed the District Court's decision in the *United Artists v. Fortnightly* case, holding that CATV constitutes a public performance for profit. Undoubtedly, an application for certiorari will be made to the United States Supreme Court. A ruling on that application will probably be made before the end of the year. Also before the end of the year, we should have a decision from the Eighth Circuit on the appeals from the Federal Communications Commission's First and Second Reports and Orders asserting jurisdiction over CATV. Oral argument in these cases is scheduled for early October before the United States Circuit Court of Appeals for the Eighth Circuit. Again, the jurisdiction of the Federal Communications Commission to impose restrictive measures on CATV and favoring television stations is being supported by the National Association of Broadcasters as amicus curia in two cases, and a third consolidated action was instituted by a member of the Association of Maximum Service Telecasters.

The Commission received a setback in April, 1967, when the United States Court of Appeals for the Ninth Circuit in the case of *Southwestern Cable Co. v. Federal Communications Commission* reversed an FCC cease and desist order against the expansion of an existing CATV system in the first one hundred markets. The Commission is attempting to have the Supreme Court review this decision.

Docket No. 17333 is in trial before an Examiner of the Federal Communications Commission to determine, among other things, the applicability of Section 214 re-

quiring certificates of convenience and necessity by telephone companies offering so-called "lease-back" tariffs. In this case, the intervention of the National Association of Broadcasters was denied by the Examiner.

In addition, bills are pending before several state legislatures to regulate CATV as public utilities.

Congress has not yet reached a decision on the future applicability of copyright to CATV. The courts have not yet spoken finally concerning the applicability of the present copyright law to CATV. The Commission has not yet established its jurisdiction to regulate CATV. Finally, only two legislatures have taken action on public utility legislation and both of these are at some point in litigation and undoubtedly will be further tested.

Each of these very serious issues will probably be resolved within the next twelve months. Truly, the coming year is one of decision for CATV.

The cable television industry is here to stay. The public has demonstrated that they like the advantages the service offers and will subscribe to it in ever increasing numbers. There is no danger that CATV will be eliminated from the national scene. The only basic issue is who is going to own this industry . . . But with firm resolution to explain our industry and its plight, I am convinced that both the Congress and the courts will so fashion their solutions to permit you to retain title to your business and enjoy the fruits of your labors.

Our problems relating to this issue are not uncommon for one who challenges the status quo. The entrenched interests never give up easily. They fight with all their power to strangle the challenger or failing that to take over the new industry. Are you going to let this happen to you? No, we are going to fight.

Who are these forces which covet your industry?

First, the telephone companies — a voice channel is 3 kc wide — your cable has at least 72,000 kc of space. Telephone companies are in the wire business and cable television is wire, therefore, they consider it their business and they will try to take it by one means or another —

such as overbuilding your systems with facilities available for lease . . . limiting in the contracts under which you attach your wire to their poles your legitimate activities in originating programs, and so on. Where they seek and obtain a franchise on the same basis as you do or purchase a system without pressure, there can be no business objection.

Second, the broadcasters, without whose signals we would have nothing to receive. Many of them have entered our industry and we welcome them. Some entered it because they genuinely believe in it. Others started as a hedge against the inevitable future, only to come to realize that it is an entirely different business than they thought . . . There is still, however, a very powerful group of telecasters who would legislate, judicialize or regulate you into ruin. They seek in the form of "clarifying" amendments circulated by the National Association of Broadcasters to prevent CATV systems in many instances from carrying programs whether copyrighted or not. Other broadcasters openly propose the imposition of Section 325 requiring their consent as a condition of receiving any of their signals . . .

Third, the copyright owners. In considering their relationship to the industry let us turn back the pages of history to a view of what happened when copyright owners dealt with unregulated motion picture theatres. In the case of *United States v. Paramount Pictures, Inc.* the major producers and distributors were found by the United States Supreme Court to have attempted the monopolization of the exhibition of motion pictures (now a television staple). This was accomplished by various forms of restraint of trade . . . I cannot believe that the courts will reconstruct this climate by ultimately holding CATV liable for copyright under existing laws and over the years awarding statutory damages in excess of the value of the assets of this industry — an action which could result in the transfer of this entire nationwide industry from its present owners to a new group. Courts of Justice do not normally operate in this fashion on such a close question of law . . .

nor can I believe that the Congress will fashion the law to permit such abuses.

The copyright owners have no present intention of effecting any such result. However, they want the law to be expressed in such terms as to validate their unfettered right to deal with CATV operators in licensing the right to receive signals carrying copyrighted programs. To this we cannot agree. For to agree would be to acquiesce in the re-establishment of the same climate which led to the practices struck down by the court in the Paramount case. The temptation would be too great for the large copyright owner to resist practices which could lead to efforts to monopolize CATV . . .

None of these groups of men involved in the telephone, broadcasting or copyright industry, are evil men. Nor are many of them aware of the probable consequences of the climate that would be created by their efforts at the Commission, in the courts or in the Congress. Their purpose is to seek a business advantage, but in seeking that advantage they go much too far . . .

We do not consider that we have been "pirating" signals. We do not want to take and use something to which we have no right. We do acknowledge that there may be situations in which the Congress might be justified in imposing some copyright liability for us in the future. But we most emphatically do not believe that copyright law should be used as a device to manipulate the communications industry and to regulate CATV to the selfish whim of some broadcasters and copyright owners.

There are two principles that are basic in copyright law. Copyright is a cornerstone of our free society. A system of incentives and safeguards is necessary to encourage talented persons to write, produce, publish and disseminate creative work. However, an effective copyright law also must take into account the best interests of all the populace; the law must strike a balance that recompenses the creator on the one hand, but stimulates full distribution of the created work on the other . . . We believe that the rights of those who create and distribute original works can

be protected and rewarded without saying that the people are not entitled to clear reception of a substantial choice of television channels and without denying them access to local expression such as CATV originations can provide . . . We believe that there must be some form of compulsory licensing of broadcast signals carrying copyrighted programs if the purposes of the copyright laws are to be served. The recording industry has had compulsory licensing for 50 years. Once a copyright holder has sold his product for broadcast use equity dictates that the public should be allowed to receive through CATV systems unaltered broadcast signals without restraint, if payment is made in appropriate instances.

A fixed statutory fee for CATV systems should be established payable to one central depository. Copyrights are held by thousands of persons. Copyright ownership in some cases changes rapidly. The

burden for a small CATV system to negotiate with each copyright owner to obtain advance clearance appears insurmountable. Unless some comprehensive form of fixed fee is established we would be forced to deal as infringers with many copyright owners with the almost certain prospect of eventually losing title to our systems on the economics alone unless we are to remain passive reflectors and contribute very little or no community service for the public good.

We have our work cut out for us. The dangers are real and our opponents are well armed, however, we have public service on our side and that is a powerful ally. We are convinced that the Congress and the courts will not permit our industry to be stifled nor our businesses to be taken away from us by the abuse of economic power by the powerful interests I have described. We must all strive to see that the true story is told.

Comments of The Honorable Torbert H. Macdonald

In the legislative process it is the meshing of many varied and diverse forces to arrive at conclusions somewhat acceptable to all, designed to represent many points of view that keeps our Congressional system going. And it is always susceptible to change, every two years in point of fact.



Representative Macdonald

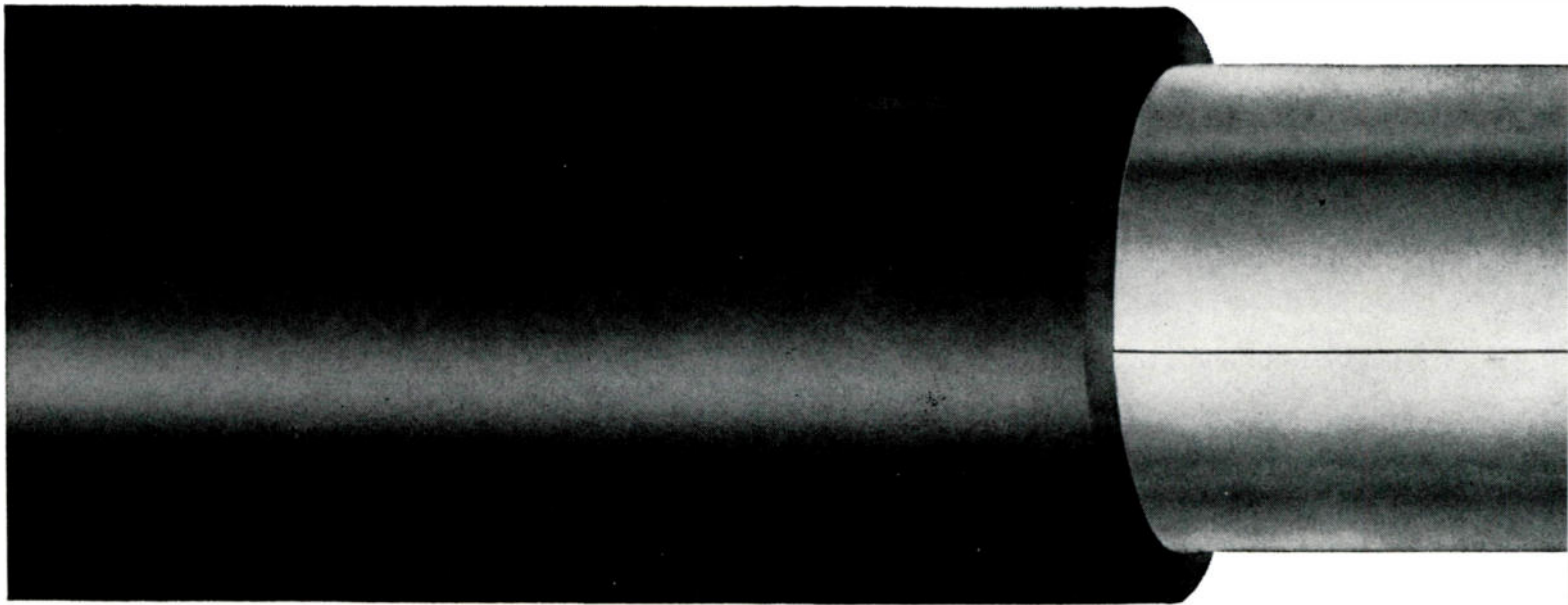
The American public has invested more than 20 billion dollars in television sets and are currently purchasing sets at a rate of over 2 billion dollars annually. Indeed, there are about as many television sets in the United States as there are families.

The great impact of television on society certainly needs no elaboration to anyone in this audience. According to the Carnegie Report, the average American spends three hours a day watching television.

I hope you share my concern about the programming that is being given to our children of television age. We don't even know how much they watch or what the effect is upon them. We are told that the average child, by the time he has finished school will have spent far more time before a TV set than he will have spent in his classroom. All this graphically illustrates the profound influence that television exerts on our daily lives.

I keep thinking that the cost of two hours of prime time on a national network would pay the average educational television station's *total budget for one full year*. A sponsor who purchases

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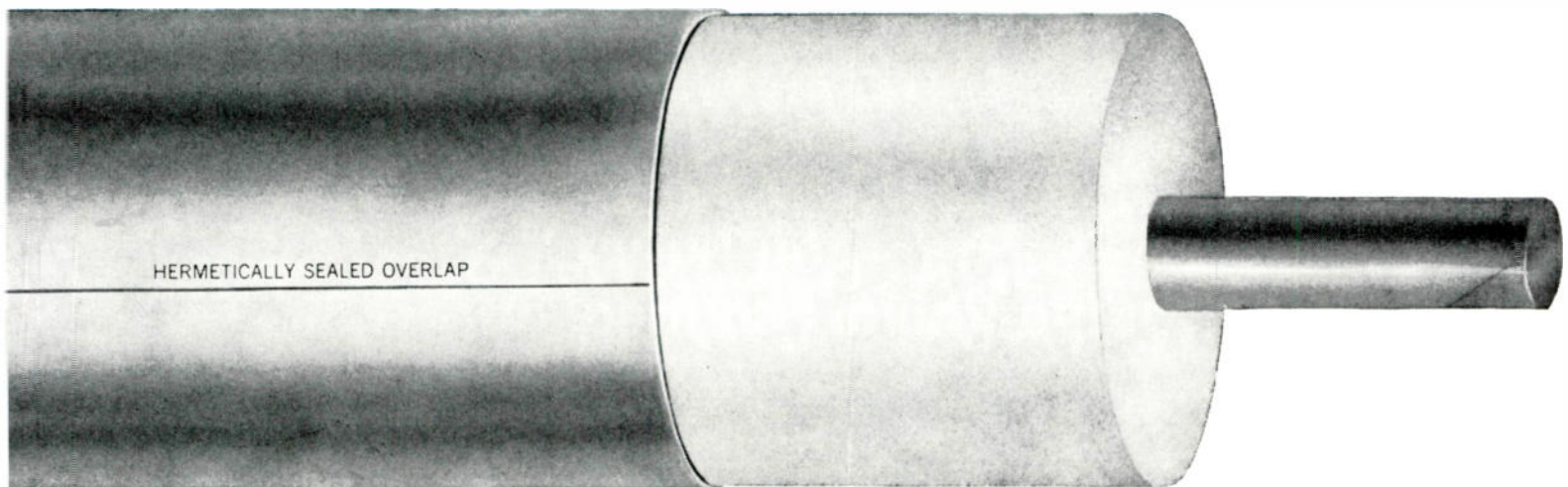
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four one-minute spots in "Batman" would almost pay for a full year of programming on the typical educational television station. You may be assured that *this* member of congress will be fighting for quick and positive action on the Public Television Act of 1967.

I would like to take time at this point to congratulate you for the service you are providing to educational television in this country. I share your president's elation at the recent survey which disclosed that community antenna systems offer the fare of educational television stations in 45 states. As a result, CATV's provide educational material to almost 1,000,000 students in more than 2,000 schools. I think you should be proud of that.

Wilbur Wright said long ago: "It is not really necessary to look

far into the future: we see enough already to be certain that it will be magnificent, only let us hurry and open the road."

We stand today on the threshold of a new era in television communications. The spectacular growth in communications technology during the past few years makes many of us oblivious to the fact that great progress has occurred within a very short period of time.

In 1946, only seven commercial television stations were in operation serving 8,000 families. Last year more than 700 television stations were on the air, serving more than 50 million households.

It was not until 1953 that the first educational television station went on the air. Today, there are 127 educational television stations on the air, and television aimed at

in-school programming reaches three out of five students in more than 1,400 schools and 800 colleges.

In 1965 "Early Bird," the first commercial communications satellite was put into synchronous orbit. Today, we have television services by satellite which link the United States to Europe and Asia . . .

The possibilities of a domestic satellite system poses many difficult problems that must be resolved: What kind of domestic satellite system — or systems — should be developed? For what specific kinds of communication — the transmission of voice, data, television — should satellites be used. Who should own and operate the domestic satellite system or systems? How should the cost reductions that satellites provide be passed on to the users of these systems? How should the losses from the obsolescence of older technologies be absorbed?

Ultimately, Congress will have to resolve these issues. In my opinion the legislative guides are out of date and urgently need updating. The basic law regulating communications was written in 1934, some 33 years ago, but technologically speaking, several light years ago. The Communications Satellite Act of 1962 was drawn up before the shape of satellite technology became clear.

I obviously do not presume to have the answers to the questions I am raising. Some of these matters are already before the House Committee on Interstate and Foreign Commerce and the Subcommittee on Communications, of which I am chairman; and it would be inappropriate for me to offer an opinion which might be considered as a prejudgment of any of these issues before Congressional hearings are held.

I will state, however, that the House Interstate and Foreign Commerce Committee and the Subcommittee on Communications will be exploring a unified and constructive approach to the resolution of these issues. The rate of change in the area of communications is so great that if we delay in coming to grips with its problems, these new technological developments may pass beyond our control. The nation cannot afford to tackle 20th

Additional Remarks of Frederick W. Ford

This Convention has been a real blockbuster. It began with the panel on the Communications Explosion, followed by the addresses of Congressman Torbert Macdonald, and Commissioner Lee Loevinger. We have had the benefit of important contributions by many fine minds. The panelists and others appearing on our programs have all contributed to its success, and I thank them all.

One of the most important things that has developed at this Convention is the realization that the time has come for a complete review and revision of the Communications Act of 1934, as amended, including the machinery and structure of our present method of managing the electromagnetic spectrum in the space age. What is needed is a fresh look at the division of authority in the allocations of spectrum space. New and more comprehensive spectrum management techniques, and long range planning for the years ahead.

The place of cable in the total communications system has not been fully recognized or exploited. Our national objective and goals as expressed in the Communications Act are no longer adequate in comprehensiveness or scope.

As Chairman of the House Subcommittee on Communications and

Power, Congressman Macdonald said on Monday, "The rate of change in the area of communications is so great that if we delay in coming to grips with its problems, these new technological developments may pass beyond our control. The nation cannot afford to tackle 20th century problems with 19th century tools."

The shackles of procedural domination in the present law should be removed and new legislative standards and direction given. The recommendations of the Telecommunications Science Panel of the Commerce Technical Advisory Board are of great merit, but only attack one phase of the problem. If put into effect they would only patch an ailing system.

I am not being critical of the Federal Communications Commission or its performance over the years. The greatest radio, television and telephone systems in the world developed under its authority. I am only saying that its structure and charter appear to be wholly inadequate for the task ahead. Therefore, I propose that we offer our assistance and cooperation in every way possible to help modernize our governmental machinery for the development of total communications so that we can make our contribution to the grand design which must be devised as a result of the communications explosion.

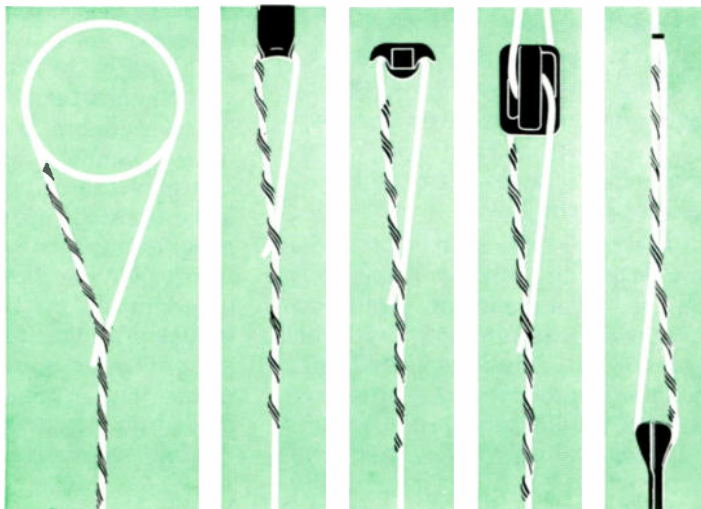
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Our committee is in the mainstream of this swollen river of policy questions. Our decisions cannot be made with the haste that precludes intelligence and understanding of these complex matters. Nor can we unduly postpone decisions if our society's needs are to be met.

We must rely on the private sectors of communication to supply much of the information and intelligence that we must acquire. These sources are naturally almost always colored by the orientation of their respective private interests.

We in the congress get conflict-

ing opinions, facts, and judgments. This involves sifting and weighing of the facts on our part. Our work is always greatly expedited, and all parties benefit, if the competing factions make sincere efforts to compose their differences or at least to isolate the significant differences and eliminate the insignificant ones. At some point all parties reach the moment of truth, at which time they should wisely forego mere public relations ploys and practices of one-upmanship which have no content or substance.

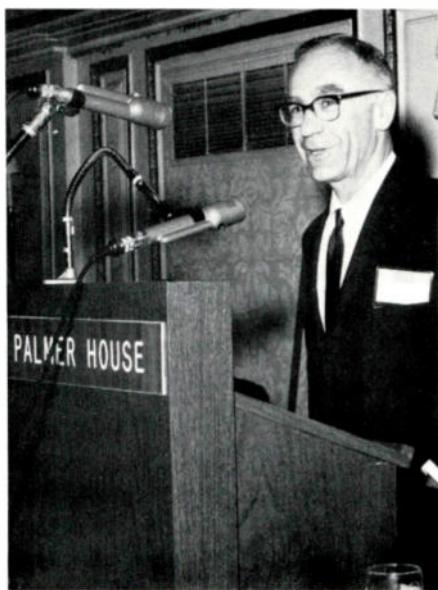
Perhaps this is the point that has now been reached in the controversies that surround the CATV systems. At least I recommend

this for your serious consideration. It is my belief that out of the caldron of conflict and uncertainty that exists today will emerge a total system of television communications best suited to serve the public interest. I invite you to give the Congress the benefit of your thinking and views on these subjects so that any decision will be based on the broadest possible participation on all aspects of the questions presented. By so doing, you and your industry can contribute substantially to the formation of sound policies serving the public interest.

So I cannot give to you today the future. The future is what all of us make of it.

Commissioner Loevinger Summarizes His Position; Boosts Cablecasting

Greeted by a standing ovation, FCC Commissioner Lee Loevinger told Tuesday's luncheon audience that the final resolution of



Commissioner Loevinger

CATV's conflicts "will probably be political, not technical."

In an attempt to avoid any statements which could be considered prejudicial to CATV cases now pending before the Commission, Loevinger read previously printed statements of his which summarized views on CATV

and its relationship to the future communications structure of the country.

One consistent theme ran through his remarks: CATV is an ideally suited vehicle for local expression and, in fact, can insure its continuance and prosperity by responding to and fulfilling its public service obligations. "If you serve the public," he stressed, "the public will serve you."

Loevinger had scathing words for the Commission's "fuzzy thinking," deeming its CATV rules the result of the "intellectual confusion and semantic ineptitude of the institutional process."

Turning his attention to the copyright issue, he read from a letter sent to the House of Representatives. In that letter he strongly opposed the amendment which would limit origination of local public service programming on cable systems.

He criticized the provisions which would limit "origination of programs by other technical modes" as irrelevant; stating that "they have nothing to do with the broadcast copyright holder."

Loevinger devoted the major portion of his talk to a carefully reasoned argument for local public service programming by cable systems. He candidly stated that the type of programming presented on local public service channels is of interest to only a few people at

a given time. But he argued that this is precisely why CATV with its multi-channel capability is ideally suited for local public service programming.

He noted that a viewer may not pay much attention to a local public service channel until his child is on it — then he will never forget it.

Noting that, in his opinion, there are five to ten thousand potential CATV markets in the country, Loevinger said: "I would like to see a dedicated public service channel on every CATV system in every one of these communities."

Loevinger, who has a reputation for being caustically critical of the broadcasting industry, had high words of praise for the "great job of coverage of national and international news by the networks." But again he stressed that the competent coverage of national and regional news by the broadcasting industry is further proof that there is a news vacuum at the local level which only CATV can fill.

Although Loevinger stated that, in his opinion, the local programming channel should be free of commercial advertising, he did leave the door open for commercial programming on CATV in the future, saying that he didn't care to comment on that facet of the industry at this time.

Loevinger concluded his comments with a suggestion that the cable industry accept as its motto: "Public service is good business."

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Cablecasting Techniques For TV Journalism Class

By Leonard C. Gregory
General Manager, Florida Antennavision, Inc.

Members of the TV journalism class at Bay High School in Panama City, Florida, get a real opportunity to develop TV production techniques through the facilities of Florida Antennavision, Inc.

Everyone in the class gets into the act — the budding producers, directors, announcers, copywriters and editors, cameramen, technicians — in producing a three times

Kathy Delaney, a Bay High senior who is the student director of the class. "Because of this influence many of us are planning a career in television."

Sponsor of the 16-member class is Mrs. Inez Jones, an English teacher who also has a separate radio journalism class of 30 members. The TV journalism class has been cablecasting over the Florida Antennavision system for three



Kathy Delaney, student director, and Richard Yost on camera during a "Today at Bay" cablecast.



Mike duty fell to Gwen Hughes in this shot during the "Miss Photogenic" pageant. She is interviewing, from left, Barbara Mitchell, Kitty Lawrence, and Candy Lang.

weekly cablecast from the cable company's warehouse studio. And the students do "remotes" from the high school gym, scene of many of their hour-long specials on a variety of topics.

"Florida Antennavision has really made the field of television journalism come alive for us," said

years. This has required a terrific amount of work — but almost all of it by the members of the class.

"We teach the students to be their own technicians," said Lesley Fisher, chief technician at Florida Antennavision. "We not only instruct them in how to use our equipment, but also stress learning

to properly care for it. Cablecasting equipment is expensive, and after a few early shows the students appreciate its value and do treat it with respect." Normally, only the boys in the class learn the technical side, but this year's class only had four boys in it and some of the girls have taken more than a passing interest in setting up the equipment for a program. "I really think they (the boys) should teach us a little of the technical side," said Cindy Smith, a petite brunette. "I'd like to work the cameras." During one program none of the four boys was present. The girls ran the audio and video checks, took off the FM station that is normally on the closed-circuit channel, and kicked off the program on their own. Phyllis Wilds, a frequent beauty pageant winner often seen in front of the camera, this time got behind it. "And she made a real good cameraman, too," another girl in the class said.

Each student has the responsibility for several 15-minute programs during a school year.

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sometimes as many as six a year. The individual student selects the other members of the class he will need to help him actually produce the program, but he does the necessary research, writes his own material, and gathers the slides, flip cards, and other illustrations he will need. If the program requires only the routine studio setup, the students probably will not show up at the cable office until 15 to 30 minutes before air time. Usually they will not even bother the



Florida Antennavision's John Hughes goes over a script with Bay student Lovie Hughes.

technician unless they have been experiencing some problem with a piece of equipment. If special video or audio arrangements are necessary, the students will stop by after school the day before a scheduled program to work out the details. In the case of a special, it is usually planned many days in advance to permit cable company personnel to schedule their work load so as to have one or more technicians available to assist.

The Bay High TV journalism class has never been satisfied with mediocrity. The members spend hours of their own after-school time to paint just the right backdrop, to gather props, or to rehearse a particular show. "We try to be as professional as possible in every respect," Kathy Delaney, the student director, explained. "When a program is scheduled for 3:00 p.m., we want to go on at exactly 3:00 — not one minute before or one minute after — and we want it done right."

The regular three times a week programs, titled "Today at Bay,"

are scheduled for Mondays, Wednesdays and Fridays at 3:00 p.m. The first five to ten minutes is devoted to a feature presentation, which could be on almost any subject. After the feature comes school news, written and edited by the radio journalism class.

The class tries to keep their programming timely. You can expect features on Lincoln and Washington during February, on national parks and other scenic wonders as summer vacation time approaches, or Thanksgiving and pilgrims in November. They even remember Beethoven on his birthday.

Such "safe" topics may be the rule, but the students do not shy away from controversial issues. Some programs take the form of panel shows and turn into heated debates on a variety of issues. The Vietnam war, present draft laws, the legal voting age, psychedelic drugs, narcotics, beverage alcohol, and Far East and Latin American tours by politicians have been discussed.

Occasionally, guests will be on the show. One was an Austrian travel director who had helped arrange a European tour for a number of Bay County students last year. An exchange student from Thailand was another guest, and several local business and professional men have appeared on the programs.

While the regular "Today at Bay" programs are the responsibility of individual students, the entire class assumes responsibility for the specials.

The Miss Photogenic contest put 35 girls on camera one at a time and in small groups for judges who were viewing the proceedings on a monitor in the Florida Antennavision headend building. "I can think of no better way to select a winner of the Miss Photogenic title," said one of the judges.

Two fashion shows have been presented with students modeling clothes from downtown dress shops. Between 25 and 30 students participated, not all of them members of the journalism class.

Bay High gym this year was the scene of three specials. Last fall the class cablecast "The Big Blow," the annual pep rally that precedes

the football clash between Bay High's Tornados and their intracity rivals, Rutherford High. This spring they turned their attention to the entire physical fitness program of the school with a 30-minute program.

The climax of the school year is Senior Recognition Day, when the TV journalism class turns the spotlight on the seniors. The program is carried live by some local radio stations and is taped by the TV station and other radio stations, but the journalism class has the only live TV coverage. Honor students are recognized, and scholarships are awarded.

The TV journalism class has been so successful that it has attracted some interest from as far away as Tallahassee. Some student teachers from Tallahassee's Florida State University have visited on the set during a program and have studied the methods of conducting the class adopted by the sponsor.

Most of the students who enroll in the class stick with it, although in many ways it can be a very demanding course. It requires more work than many courses, but the students find it extremely satisfying. One of them summed it up this way: "This is something you do because you want to do it. It is a real good chance to show your creative ability."

Some members of previous classes now work in radio and TV and two members of this year's class work part time in television. Andy Thomas, a junior, is a night programmer at Florida Antennavision, and Tommy McAlister, senior, is a cameraman at WJHG-TV, Panama City. Kathy Delaney has a summer job at WJHG-TV as a receptionist.

Florida Antennavision management and personnel have just completed their third year of working with the Bay High class. And the general attitude the company has taken is that the students are doing just about as much for the company as the company does for the students. Their programming lights up another channel of service to the community, and this, it is felt, is worth far more than the meager cost of providing a cablecasting classroom for the use of Bay High and other Panama City students. □

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Profile: NICHOLAS JOHNSON



Commissioner Johnson

Although the newest member of the FCC joined the Commission after it had already adopted CATV rules, and therefore disqualified himself from the recent Commission vote not to reconsider the body of the rules, he is firmly convinced that they were and are ill-considered.

Nicholas Johnson, at 32 years of age the youngest Commissioner as well as the newest, does not quarrel with

the substance of the rules as much as with the fact that their adoption didn't solve the regulatory problems. He points out that the Commission each week has to consider an increasingly thick bundle of individual CATV cases, each very important to the CATV system involved, of course, but of almost no impact on the CATV industry as a whole. Johnson thinks that it is the FCC's proper regulatory function to adopt rules that are clear, well thought-out, and comprehensive — and then let the Commission staff handle all but the most unusual cases arising out of the rules. That way, he argues, the Commission has done its duty in formulating the rules and is free to do its duty in handling other important matters instead of being burdened with case-by-case regulation.

Johnson's criticism isn't of the idle sort indulged in by a newcomer who didn't have to wrestle with the CATV rules in the first place. He proposes a solution to the Commission's present dilemma, which finds it hamstrung by endless details. He thinks a whole new approach should be taken.

"I'd call upon the best intellectual forces in the country," Johnson said, and ask such a top-level cerebral task force to thoroughly go into the problems of regulating CATV — in all parts of the country and under all conditions. Once the Commission received and analyzed the results and the regulatory proposals the task force drew up based upon its findings, the FCC could issue a rulemaking proposal and eventually adopt consistent, rational rules that could be routinely administered by the Commission staff. It is this kind of thorough, rational analysis and action — based on the thinking of the best researchers available — that Johnson says is absent from current FCC considerations.

The one-time law professor admits to having no preconceptions about CATV regulation. He says as

long as the current rules are on the books, they should be abided by. His point is that they simply aren't, and can't possibly be, the best rules possible because of their haphazard genesis.

And the Commission's CATV rules are only one of many regulatory patterns that Johnson holds up to the same methodological critique. He is, in fact, developing into the Commission's premier gadfly, prodding the FCC status quo in case after case. He sounded his theme in a December speech (see January *TV Communications*), and has been developing it in a series of vigorous dissents and concurring statements at the Commission. He told the Federal Communications Bar Association in his December speech that "the FCC spends most of its time as little more than a 'Federal Broadcasting Commission,' dealing on an ad hoc basis with the increased power, station log, antenna location and other day-to-day problems of 7,000 U.S. television and radio stations . . . The fact is that the federal government has no coordinated administration of communications, and virtually no long range planning efforts or research and development program whatsoever."

Since his term as a Commissioner began last July 1, and since Washington observers consider it increasingly likely that he will serve his full seven-year term, Nicholas Johnson's views of the FCC's regulation of the CATV industry are obviously of considerably importance. And though a swirl of controversy has followed his government career, he seems like an incongruous storm center.

Personable, athletic-looking and candid in conversation, the tall and slender Johnson is not grating as a person and seems an unlikely candidate for a grating regulator. As he himself insists, "I don't consider myself a tough regulator." Since his regulatory philosophy, as outlined above, calls first and foremost for the rational evaluation and dispatch of problems, emotionalism wouldn't seem likely to follow in his trail.

His very insistence on a rational approach to regulation, however, seems to spawn the controversy. When serving as Federal Maritime Administrator from 1964-66, Johnson says, "I tried to breathe life into an old agency — give people there a sense of life and excitement." He wound up rocking the boat, as he planned — but a side effect was criticism from the Maritime industry. He may be headed toward the same kind of reaction to his attempts to shake the set patterns of the FCC, and in fact some quarters of the broadcast industry have already begun to grumble.

Nicholas Johnson is not likely to lose his composure, however. The issues with which the Commission grapples, he notes, "are among the most important in our society," and he obviously likes the challenge.

Born September 23, 1934, in Iowa City, Iowa. Johnson received a B.A. from the University of Texas in 1956 and an LL.B. from the same school in 1958. While attending law school, he served as an editor of the Texas Law Review and was elected to the Order of the Coif — an honor accorded only to top law students. As an undergraduate, he was elected to membership in Phi Beta Kappa, Phi Eta Sigma and Pi Sigma Alpha.

Johnson, who is a registered Democrat but by Washington standards has not been active politically, was admitted to the Texas Bar in 1958. He served as law clerk to Judge John R. Brown of the U.S. Court of Appeals for the Fifth Circuit in Houston, Texas, and later was law clerk to U.S. Supreme Court Associate Justice Hugo L. Black.

The newest Commissioner still considers himself essentially a professor who is taking time out to serve in the government, and it is to teaching that he expects to return eventually. He was appointed as an acting associate professor when, in the Fall of 1960, he joined the faculty of the University of California Law School. Considering his later government posts, it is especially noteworthy that his primary courses were administrative law and oil and gas regulation. His official biographical sketch states: "While on the university staff he was a member of the Chancellor's Committee on Natural Resources, and a consultant and associate to the Center for the Study of Law and Society. His research interests related to California administrative agencies and Federal Power Commission regulation of the natural gas industry." It's easy to see how Johnson developed such a wide-ranging interest in governmental administration, considering his academic background.

After his stint as a professor, he joined the highly regarded Washington law firm of Covington and Burling, where he practiced law relating to administrative agencies — though none of his work directly involved either the Federal Maritime Administration or the FCC. Contrary to the general notion — and common practice — of how federal appointees are selected, he was chosen by the Maritime post through no political ties at all. Johnson joined Covington and Burling in 1963 and was appointed to the Commerce Department Maritime post the next year by President Johnson. The Commissioner says he's still mystified as to just how his name came to LBJ's attention, but he supposes that some Presidential talent-seeker heard that a young lawyer with experience teaching administrative law was at the prominent law firm. Similarly, when he left the Maritime post he fully intended to return to teaching and perhaps write a book or two. President Johnson needed new blood for the FCC, however, and LBJ is well known for his persuasive abilities.

The youthful Commissioner is married and has two sons and a daughter. The family lives in suburban Bethesda, Maryland. □

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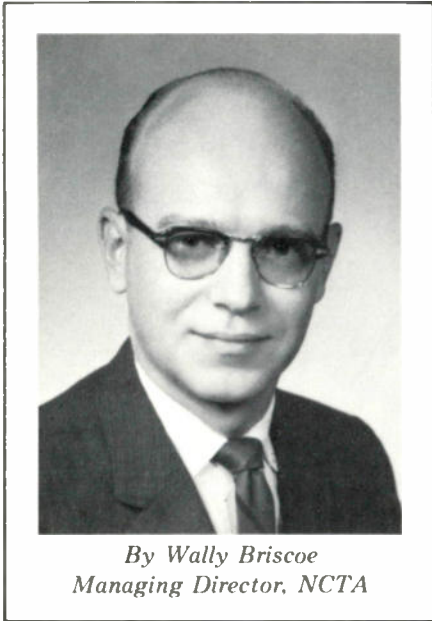
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An Acceptable Copyright Law



By Wally Briscoe
Managing Director, NCTA

The next few months, I believe it is safe to say, will be perhaps the most critical period in fashioning a legislative solution for the problems which now face this industry.

During this time we must present our story individually to the 100 members of the United States Senate in the most effective way possible. NCTA has prepared an outline which your board of directors and staff believe represents a realistic approach to our immediate problem, copyright legislation.

This approach has been somewhat painfully evolved in light of court decisions in the *United Artists* case, the philosophy underlying the Second Report and Order, the attitudes we encounter on Capitol Hill, and the attitude and strength of the various forces that oppose us.

During last year's regional meetings we made a strong plea to all state and regional associations to establish a legislative structure for each state, to enable you to deal more effectively at both the state and Federal levels when faced with

legislative problems. We have seen some most gratifying results from this request, but far from enough to get the entire job done.

We proposed an organization that would enable you to make yourselves heard from a broad base when confronted with PUC legislation in your state capitols, as well as when the entire industry faces threatening legislation and regulation in Washington.

Believe me when I tell you (as you have heard before) that this staff could spend all its time on the Hill dispensing information and logic, and we might coax a few votes our way; but the people who make an impact are the people who live in the state the senator represents, who have money invested there, who employ people there, who raise children there, who influence other people there, and who vote there.

The finest effort this industry has made in the relatively short time I have been associated with it was in January, 1965, when your efforts in response to an urgent appeal from NCTA resulted in roughly one million letters descending on Capitol Hill. This is one technique that is both effective and hazardous. Its effect was dramatic. However, we feel that repetition of such an effort at this time would be somewhat dangerous. To be effective, such campaigns must produce large volumes of mail, and this means inevitably that the congressional staff has to respond. We tied up a great deal of staff time two years ago. Everyone on the Hill then remembers it well, and might at this time resent a repetition.

Our problem then, is how to proceed in a manner that will be both quick and effective.

Since we have only 100 men to deal with in the Senate, compared to 435 in the House, our immediate

job will be easier in terms of volume, but of the utmost importance — and I mean second to nothing in priority. Every operator in this industry has at least a substantial part of his assets invested in CATV and, further, he is counting on this investment to provide a substantial income for years to come.

As Fred Ford has pointed out, we are involved in a life-or-death struggle for control of this industry, and if we are not ready and willing to spend a few hours, a few days or even a few weeks of our time to preserve what we have built — what you have built — we should shed no tears if the day comes when it is no longer ours.

There are men in this industry who have personal friends serving in Congress. They should have no difficulty in delivering their message. There are others who are active in local, state and national campaigns. If you fit in either of these groups you belong in still another of equal importance. You invest money; you hire workers; you influence people; and you vote in the state your senator serves. Actions by your government and its agencies are threatening your ability to continue doing these things, and your senator needs to know about it and to understand the seriousness of the problem.

NCTA's board of directors has undertaken the responsibility of getting the right people in each state together with their senators . . . the people in a position to meet the senator on the most favorable terms. Each of you probably knows such people in your state, and it is not necessary that they be CATV operators as long as they are sympathetic with our problems.

Each state organization should initiate separate campaigns to contact every member of their delegation, not only on the Senate side of

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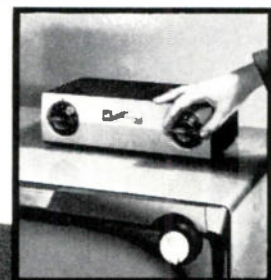
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the Hill, because members of the House can be most effective as contacts with senators for their states. In many cases they are the most effective contacts. Enlist their aid for CATV.

Three state associations thus far have held meetings in Washington to which members of Congress and the staff from their states were invited. I can't begin to tell you how effective such meetings can be. Just one example: The West Virginia Association meeting alone, which was held in conjunction with the Copyright Workshop in Washington, strongly influenced the outcome of the battle over HR 2512, in which Section 111 was knocked out of the bill. That meeting was attended by one senator and six congressmen.

The information we provide to congress now should be designed to familiarize them with the serious-

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ness of our problem, and still we must continue to try to familiarize them with the nature of our operation. For example, they should know that during the past year cable television has added approximately one million subscriber homes and now serves about ten million people in this country. Perhaps 10 per cent of these people need CATV to receive any television, but 100 per cent of them want CATV because it provides something they don't receive otherwise — either quality or quantity or both.

CATV must be distinguished in this context from broadcasting, and I have listed some differences that can well be pointed out:

(1) The broadcaster's ability to pay for programming is based on his ability to sell advertising sufficient to cover his costs and produce a profit.

(2) The broadcaster has complete control over his program schedule to the extent that he does not violate his network contract.

(3) The broadcaster bargains directly for all non-network programming material with the exception of music, for which he has a blanket license.

(4) The broadcaster receives advance notice from his networks of any program changes. These changes are sometimes made within a few hours or less of the scheduled program time.

(5) Most local programming is not planned far enough in advance to advise CATV of its program content.

(6) Most television stations own or rent filler material which is never scheduled but is used to fill odd time segments created by network or local program irregularities. These filler items are also copyrighted.

(7) Copyright violations by a television station could subject the CATV to liability over which he has no control.

Administration of program by program negotiation is an absolute impossibility, and this has been demonstrated in many ways. The CATV industry, if it is to be liable for copyright payments, must have a single place to pay. Let me cite you four examples of reasons why this is true.

(1) The broadcaster, of course,

has a single outlet. In a typical week, one station we looked at broadcast 222 separate programs, counting news, weather and sports segments as a single program. For 4-1/3 weeks per month this station schedules 964 unduplicated programs. Under provisions of HR 2512 all 964 programs are either copyrighted or copyrightable.

(2) A study of a typical 12-channel system showed that it carried over 5,000 unduplicated programs from the various stations it received in a month's period. The 5,000 programs and the commercial announcements within and adjacent to them are received by the CATV system and they are relayed, unaltered, through coaxial cable to subscriber homes.

(3) Another point to make is that alteration of program or commercial content is not a function of CATV except to the extent that the FCC requires deletion of duplicating programs.

(4) No one has been willing (and we are not able with information we now have) to place a value in dollars and cents on the programs we receive and distribute, although even our friends on Capitol Hill tell us that we will have to pay something. The owners of these programs have already been paid for their use. They have been paid by the broadcasters of the programs that they and we receive. If we concede that a reasonable surcharge should be applied, we should at least insist that it be levied in such a manner that it will not unreasonably burden the areas where CATV is most needed, as was the case in Section 111 of HR 2512.

Further, when we originate copyrighted programming we should make it quite clear that we will bargain with the copyright owners, just as broadcasters do, based on the amount of exposure we give the program.

Let me finally remark that the NCTA staff, board of directors, and your legislative committee are ready at all times to assist you in any way we can in providing information. To the extent possible, we will make follow-up contacts; but it is the contact that you make that is most important. Please set your sights on making those contracts at the earliest opportunity.

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PR Art Contest Pays Off

By John Raines, Valdosta, Georgia
Branch Manager, Clearview of Georgia, Inc.

Dramatic results can be realized when a positive public relations effort is teamed with good sales promotion. Our company sales manager, Bill Keller told us in January that we would launch a high-powered sales campaign in February. He envisioned a two-pronged effort: From the first of

February through February 21, we would offer a special reduced-installation plan — only \$1.00 and one month's service charge to start. On Washington's birthday we would run a twenty-four hour special offer — only \$1.00 would pay both the installation fee and one month's service charge; the most liberalized sales promotion ever offered by our company.

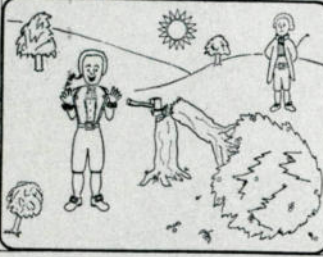
After we had laid out our initial plans for the two promotions, we started discussing a public relations tie-in to see if we could get some extra mileage. We concluded that an art contest centered about George Washington's birthday would be appropriate. Each contestant was to submit a drawing, coloring, or painting of our first president, and every child in town between the ages of five and fifteen would be eligible for entry. We felt that the contest should be as simple and as easy to enter as possible, and that it should be conducted independent from the school system, since we did not wish to run the risk of failing to notify some of the

schools and teachers. We decided that a first-place prize of five dollars each would be given to one child in each age bracket. This would make ten first-place prizes.

We ran a single newspaper ad twice during the first week of February. The ad stated simply that any child between the ages of five and fifteen could send us an original drawing, coloring or painting of George Washington, and that we would give a prize to the best entry in each age group. The ad was not directed to selling cable service; the sales promotion effort would take care of that. The simple objective was to cause people to think about Clearview of Georgia, and George Washington.

We were pleasantly surprised when our contest became the subject of great conversation at practically all the Elementary schools and kindergartens. Many teachers, and most of the art instructors, made a special project out of the contest, and in some schools all of the students submitted entries. For the lower grades

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CONTEST NO. 1. (PRE-SCHOOL AND FIRST AND SECOND GRADERS ONLY). Pick up a larger 8 1/4 x 14 inch reproduction of drawing shown here. Color the drawing and submit it to Clearview of Georgia. (Please no help from older children or parents.) Three winners, one for each grade.

CONTEST NO. 2 (THIRD GRADERS THRU NINTH GRADERS). Draw and color any picture of George Washington. You may use any size and any scene you wish. Seven winners, one for each grade.

PRIZES: Clearview of Georgia will award prizes to the person submitting the best entry for each grade. The prize for each winner (There will be 10 winners) is \$5.00 in cash, and a bucket of Kentucky Fried Chicken. Winners in Contest No. 1 will be decided on originality in coloring - - selection of colors and overall attractiveness. Winners in Contest No. 2 will be decided on originality in selecting scenes - - layout - - coloring or painting - - and overall attractiveness. Contests end Feb. 28, 1967, and winners will be announced March 3, 1967. (All entries will be returned to contestants.)

HOW TO ENTER: Contest No. 1: Contestants may pick up drawing from Clearview of Georgia office in Castle Park, or from Kentucky Fried Chicken, located on North Ashley Street. Kindergartens and school teachers may call Clearview for large number of entry drawings.

Contest No. 2: Contestants may draw and color entry on any material and submit. Please be sure to attach name, address, school, grade and age. Contestants in both contests should bring or send entries to Clearview office in Castle Park on or before 28 February, 1967. Teachers may collect entries from class and submit all at one time.

HAVE FUN -- ENTER THIS EXCITING WASHINGTON ART CONTEST NOW. WIN \$5.00 AND A BUCKET OF KENTUCKY FRIED CHICKEN.

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Over 3,000 youngsters responded with entries after this ad was printed in the local newspaper. The ad introduced the contest and spelled out the rules.



Fifth grader Terry Rogers accepts his prize from his teacher.

we had a printed drawing of George cutting down the cherry tree, and suggested that students in the first and second grades could color the drawing. A second printing had to be run and the number of drawings given out climbed to two thousand. In all, more than three thousand students entered the contest. As the deadline neared, all the entries were gathered and an art instructor was prevailed upon to judge them for us, and give us a list of winners.

In order to get even further publicity from the contest we decided to present the winners with their prizes during school and in front of their classmates. The teachers and principals were pleased to see their students recognized in this manner. And the students themselves were delighted when they received the awards from their teachers and were photographed by us.

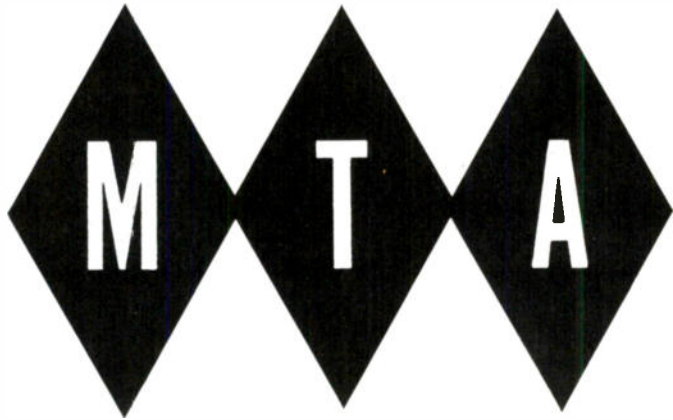


A seventh grade winner views her winning entry displayed with others at the Clearview office.

As a final step, an ad was run in the local paper listing the winners and honorable mentions, and with very little expense we concluded a most successful public relations program.

The effect on the sales promotion was astounding. Although practically every business in town ran a special George Washington sale, the general public considered George Washington and Clearview Cable TV as one and the same (at least for this year). The sales curve skyrocketed to say the least. As a result of the total effort, overall subscribership made a net increase of 17%, and Clearview's image in Valdosta took a giant step forward.

We have concluded that positive public relations efforts do pay . . . and the dividends are doubled when these efforts are coupled with good imaginative sales promotion.



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*By John Gwin, President
Illinois-Indiana Cable Television Association*

The development of CATV in the early days was at best sporadic and confined to the areas of our nation which were, in reality, underserved by off-the-air television. This tended to pocket the cable systems geographically, and although they were rather numerous in some areas, the larger portion of America was without CATV for many years. Today, although construction and operation of systems does not yet saturate the nation's communities, the days of the open franchise are gone. Now the entire country has become aware of CATV and its potentialities, although development has been slowed somewhat by the Second Report and Order.

A good example of this is in Illinois and Indiana. With all its vitality and growth, this area is relatively new to the world of cable television. Although one or two systems started southwest of Chicago in the early fifties, by and large, the growth came later. Now in the states of Illinois and Indiana alone there are franchises granted or applied for in 266 different communities.

This widespread activity has not been without its problems for the industry as a whole and those who are contemplating future construction, along with all the investors . . . and the customers of these future systems, will someday owe a great debt of gratitude to those systems and operators who are *now* aware of the problems of CATV and who *now* have the foresight to do something about them.

Along with the spectacular interest in cable television comes the interest of many various groups which, although not involved in CATV or its development in the past, now suddenly feel that they should become involved. This "outside" interest was at first limited to national groups, but now has spread to the local level and includes groups with interests or influence in only one particular state or region. The fact that the intense saturation of franchises and applications in areas previously untouched has spawned this broadening of interest groups indicates that there has been a reversion from our early growth to national status and is a sign of maturity.

On a national scale, those of us who came into CATV only within the past several years can be thankful that the early geographical clusters of CATV produced men with the foresight to give us an NCTA; we should give it our support with no reservations. It is made up of people just like ourselves with the same interests at heart and with a great reservoir of experience and competence to draw from.

But threats to good cable television are now coming up frequently at levels other than the national level

This is a problem no more important than the broadcasters, the FCC regulations and the copyright issue, but it is far more complex. These local forces cannot be neutralized by grouping them into one classification and combating them on the Federal level with a national organization. They may be limited to your state or mine and are too spread out, too diversified, and often too numerous for the national organization to be effective without regional assistance. In short, it is time for all of us to get to work on some of our own problems.

A prime example is the public utility commission problem. Although this difficulty is universal, it is by no means identical in every situation. The natural inclination for any group, whether it be a corporation or a government bureau, is to make every effort not only to perpetuate itself but also to expand its activities and sphere of influence. In some of these cases those who are to be influenced are not ever consulted.

Your national association is cognizant of these individual state problems, and it has made efforts to assist the state organizations in every way possible. Those of you who attended the Utility Seminar in Chicago last winter received a lot of help from NCTA. Many of the state associations, our own included, have received assistance from NCTA staff in specific situations. But, fellow operators, it is our turn to carry the ball, and it had better be a big stick. Only by strong and efficient state organization can you get the job done.

A good state organization can be positive, in addition to protective, in nature. It can and should have a pool of information available to all members to help increase the subscriber saturation of member systems. Much good can come from an active program of participation in the many state educational television plans which are mostly in the formative stages. Most state organizations are young, but several of them are conducting themselves like real professionals. You can be sure that they would be very cooperative in helping others get started or in solving particular problems.

In areas like ours where only a portion of the potential systems have been built, it becomes the duty of those of us who are already in operation to shoulder the responsibility for our industry's future, and to assure that when cable television in our area is truly mature, the end product is one we can be proud of . . . and that it is able to operate in a climate which is the very best not only for ourselves but for our subscribers and our communities. You need to be well organized, well informed, and strong in order to assure that what is right, is what happens. *Begin now!* □

Inside story behind the

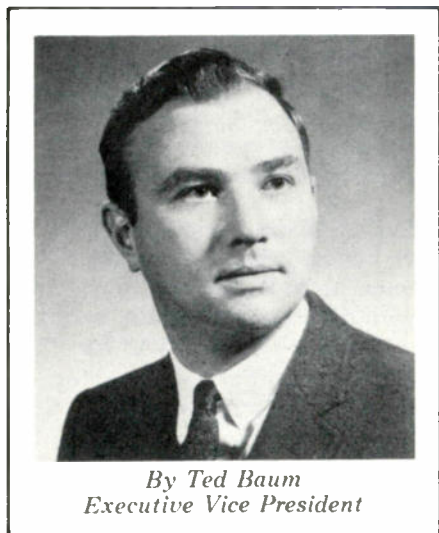
Viking Name Change

Recently, the name of Viking Industries Inc. was officially changed to Vikoa, Inc. Because many of our friends in the CATV industry have been surprised by the change, I appreciate the opportunity *TV Communications* has given me to relate, in detail, what's behind our new name.

We've announced that we changed our name "to avoid confusion with other companies using the name Viking." But to really understand our transition from Rego to Viking to Vikoa, you have to understand a little about the history of our company.

Vikoa started as a partnership in 1951. Nine years later, in September of 1960, we were incorporated as Rego Insulated Wire Corp., acquiring the assets and liabilities of a 14 company partnership. At that time, we produced a wide variety of products including: wire and cable, television antennas, antenna wire and antenna accessories, garden hose and garden supplies, plastic tap, and thermoplastic products.

By 1962, however, we decided that our future lay in electronic products — particularly products for CATV. We began to divest ourselves of non-electronic product lines and to plan long range growth in CATV. Within a year, we had sold our Rex Burglar Alarm Division and our Laurel Doll Division. At the same time, we were hiring engineers and technicians, expanding our capacity, improving production techniques, and developing new products.



By Ted Baum
Executive Vice President

Later, we upgraded existing wire drawing and braiding equipment and added new equipment. Also, we purchased new test equipment and improved our quality control procedures. In 1964, we opened a 32,000 square foot plant in Hoboken which enabled us to purchase a second coaxial cable production line, doubling our capacity.

Through the years, we have continued to divest ourselves of non-CATV divisions and to add experienced CATV personnel as rapidly as possible. For example, we now boast one of the largest and most experienced CATV engineering staffs in the industry. During 1966, we introduced more new equipment than any other company in the industry and built a number of complete turnkey systems. Another important milestone last year was our listing on the American Stock Exchange.

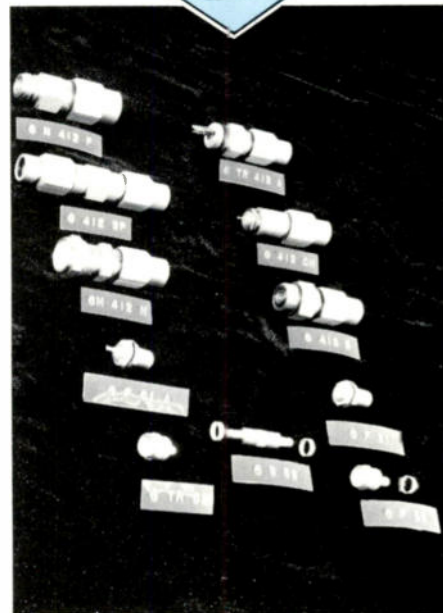
The high spot of 1966, however, was the opening of our modern 130,000 square foot cable plant in Freehold, New Jersey. This re-doubled our cable production facilities and made our electronic equipment manufacturing operation more efficient, with much more room for R & D and engineering labs.

All of which brings us to the present and to the reasoning behind the new name. We made the switch from Rego to Viking in order to show the increased scope of our activities. However, there are a number of other companies using the name Viking, some of them in the electronics industry. So — a new and better name was needed.

Vikoa is unique — the only company in the nation that manufactures everything necessary for a complete CATV distribution system, including both electronic equipment and cable. We feel, therefore, that our name should also be unique.

In closing, I'd like to thank the CATV operators throughout the country who have helped Vikoa grow to our present stature. The exciting challenges of cable television will be met by men and companies of vision and determination. Vikoa intends to continue its role not only as a leading supplier to the industry — but in a role of constructive industry leadership as well. That's what our new name stands for. □

DIAMOND CONNECTORS



HIGH QUALITY LOW COST

■ Gilbert Engineering has developed the famous Diamond "G" Connectors to meet the CATV industry's increasing needs for high quality and low cost.

■ Diamond "G" connectors and fittings are CATV's standard for quality and performance under all operating conditions.

■ A high volume of production has been attained by our CATV automatic components department, and electronic engineering and assembly divisions.

*CATV Manufacturers and
Systems specify . . .*

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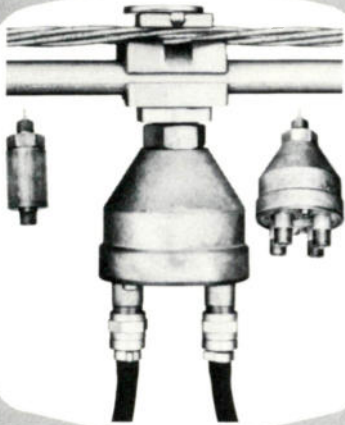


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Cost-saving CAS MC-1 (single outlet), MC-2 (two outlet) and MC-4 (four outlet) backmatched transformers are direct screw-in replacements for isolation units on standard, Jerrold or Entron pressure tap blocks.

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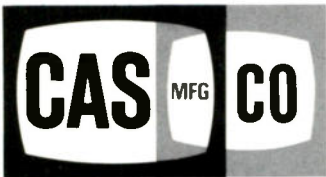
- Choice of three insert threads — standard, Jerrold or Entron
- Low insertion loss
- 25 db isolation min. between taps
- Backmatched -20 db min. return loss

Isolation values (db) color-coded on bottom plate:

MC-1 12, 16, 20, 25, 30, 35, 40
MC-2 12, 16, 20, 25, 30, 35, 40
MC-4 15, 20, 25, 30, 35, 40

Technical data sheet on request.

ORDER TODAY! MC-1 \$2.39
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FINANCIAL REPORTS

The Jerrold Corp. reported sales of \$12,183,000 for the quarter ended May 31, 1967, compared to sales of \$12,331,000 for the same period last year. Share earnings for the recent quarter were \$.35 on a net income of \$832,000 compared to earnings per share of \$.44 (adjusted to reflect a 3% stock dividend in December, 1966) on a net income of \$1,008,000 for last year's first quarter. All 1966 figures have been restated to reflect a change in accounting procedures.

American Electronic Laboratories reported per share earnings of \$.07 on a net income of \$34,081 for the quarter ending May 31, 1967, compared to last year's first quarter earnings of \$.33 per share (adjusted to reflect a 6-for-5 stock split in October, 1966) on a net of \$151,936. Sales for the 1967 quarter rose to \$5,304,869 over sales of \$4,167,571 for the first quarter of 1966. AEL reported 6-month earnings of \$204,422 on sales of \$10,135,051 compared to last year's 6-month earnings of \$299,216 on sales of \$7,874,138. Per share earnings for the recent 6-month period were \$.43, compared to earnings of \$.64 (also adjusted) for the same period a year ago.

Famous Players Canadian Corp. reported a net income of \$817,275 for the quarter ending March 31, 1967, as compared to a net of \$691,711 for the same period in 1966. Revenues for the recent quarter were \$10,787,940 while revenues for the 1966 quarter were \$7,679,842. Per share earnings rose to \$.47 from \$.40 in 1966.

Narragansett Capital Corp. reported share earnings for the year ending March 31, 1967, of \$.60 on a net income of \$474,503. Comparable earnings for 1966 were \$.22 per share on a net of \$1,755,789.

Ameco, Inc. president Bruce Merrill announced that his firm's earning report for the nine month period ending March 31, 1967 show-

ed a net loss of \$1,033,621 on net sales of \$4,787,390. This compares to net earnings of \$391,331 on net sales of \$8,954,791 for the same period of 1966.

American Enka Corp. reported per share earnings of \$.90 for the 24 weeks ending June 18, 1967, compared to earnings per share of \$1.80 for the same period in 1966. The company's report showed a net income of \$4,804,000 on sales of \$83,597,000 for the recent period, a decline from the \$9,605,000 net on sales of \$95,735,000 for the same period a year ago.

Trans-Continental Telephone and Electronics Corp., which operates several CATV systems in the Southwest, reported share earnings of \$.70 on a net income of \$1,275,216 for the year ending March 31. The telco a year ago reported share earnings of \$.54 on a net of \$664,575. Operating revenues for last year totaled \$9,696,630, compared to the previous year's operating revenues of \$4,831,243.

Citizens Communications Inc. shareholders have approved a two-for-one split of the stock, the issuance and sale of an additional 50,000 shares of common stock, and a stock option plan. Details were also provided to shareholders on the acquisition of franchises in Decatur, Goshen and Nappanee, Indiana. Consolidated net income for the company last year amounted to \$158,193 with share earnings of \$1.26.

Bartell Media Corp.'s quarterly report ending March 31 showed net income at \$337,245 up from 1966's report of \$305,699. Share earnings were \$.17 for 1967 and \$.15 for 1966. Bartell is currently involved in litigation in Waterville, Maine, where it is attempting to lease CATV distribution facilities from New England Telephone without city franchising. □

CATV TECHNICIAN



- NCTA Trade Show Review
- Latest CATV Products

NCTA's cablecasting studio is manned by technicians and busy programming staff as comprehensive closed circuit schedule is originated for distribution throughout the convention hotel.

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AUGUST'S CATV PROBLEM SOLVERS from PRUZAN

In August, as in every month of the year, Pruzan will provide the answers to supply problems for more and more CATV systems. The reasons are plain. The combination of knowledgeable people and an almost fanatical intent to ship every order on the day it is received means tops in service. Add big Pruzan inventories, covering the widest range of materials in the industry, and you have the key to keeping costs down and construction on schedule... while providing uninterrupted service. Like the idea? Find out for yourself. Call Pruzan today.

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FOAMFLEX

All purpose jacketed aluminum CATV coaxial cable at seamless bare aluminum cable prices. Available from Pruzan stock in 4,000 foot lengths.

Specifications

- Cable sizes—.412", .500", and .750"
- 75 ohm impedance
- Guaranteed minimum structural return loss of 26 db over full spectrum
- Average VSWR of 1.05 on all channels
- Habirlene polyethylene pigmented jacket
- Copper inner conductor, foamed dielectric and seam-welded outer conductor

Outstanding Characteristics

- Continuous lengths eliminate costly reel ends, excessive scrap, freight costs and storage problems
- One cable for all types of installation—aerial, buried or duct
- Low loss, no radiation
- Uniform electrical properties over wide temperature variations
- Stable attenuation at high band frequencies
- Exceptionally long operating life
- Accommodates pressure taps or multi-tap distribution

| tv channel | frequency (megacycles) | nominal attenuation db/100' | | |
|------------|------------------------|-----------------------------|-------|-------|
| | | .412" | .500" | .750" |
| 2 | 57 | 0.75 | 0.61 | 0.43 |
| 3 | 63 | 0.80 | 0.65 | 0.45 |
| 4 | 69 | 0.83 | 0.68 | 0.48 |
| 5 | 79 | 0.90 | 0.72 | 0.51 |
| 6 | 85 | 0.93 | 0.75 | 0.54 |
| 7 | 177 | 1.40 | 1.13 | 0.83 |
| 8 | 183 | 1.43 | 1.16 | 0.84 |
| 9 | 189 | 1.47 | 1.19 | 0.86 |
| 10 | 195 | 1.49 | 1.21 | 0.87 |
| 11 | 201 | 1.50 | 1.23 | 0.89 |
| 12 | 207 | 1.52 | 1.25 | 0.90 |
| 13 | 213 | 1.55 | 1.27 | 0.92 |

SPIRAFIL II

Most advanced coaxial cable design for CATV applications. The radical innovation is a solid, absolutely non-collapsible helix which completely covers the solid copper center conductor without interruption.

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- Super low attenuation—ideal for long antenna runs
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- System cost comparable with conventional foam cable systems
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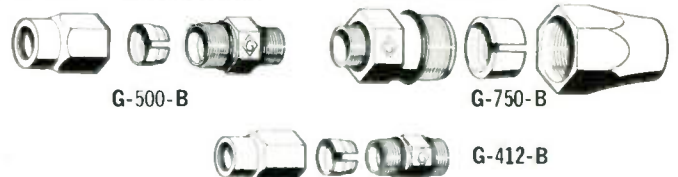
| tv channel | frequency (megacycles) | nominal attenuation db/100' | | |
|------------|------------------------|-----------------------------|-------|-------|
| | | .412" | .500" | .750" |
| 2 | 57 | 0.64 | 0.51 | 0.36 |
| 3 | 63 | 0.67 | 0.53 | 0.38 |
| 4 | 69 | 0.71 | 0.57 | 0.40 |
| 5 | 79 | 0.76 | 0.61 | 0.43 |
| 6 | 85 | 0.79 | 0.63 | 0.45 |
| 100 Mc | | 0.86 | 0.68 | 0.49 |
| 7 | 177 | 1.16 | 0.93 | 0.66 |
| 8 | 183 | 1.18 | 0.94 | 0.68 |
| 9 | 189 | 1.20 | 0.96 | 0.69 |
| 10 | 195 | 1.22 | 0.97 | 0.70 |
| 11 | 201 | 1.23 | 0.99 | 0.71 |
| 12 | 207 | 1.26 | 1.00 | 0.72 |
| 13 | 213 | 1.27 | 1.02 | 0.73 |

For additional information on any of these products, phone or write PRUZAN COMPANY, ATTN: Bill Keilwitz.

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A comprehensive review and analysis of new equipment developments featured at the CATV industry trade show in Chicago...

Convention Product Report

By I. Switzer
Associate Technical Editor

Two major equipment developments highlighted the 1967 NCTA convention exhibition. Leading the parade of new products were the new 20-channel systems and the demonstration of the new 18,000 MHz "AML" microwave system.

Multi-channel systems require set-top converters to provide the extra tuner positions for 20-channel selection. Amplifiers for 20-channel systems were displayed or promised by most equipment manufacturers, and at least one set-top converter ready for immediate application was shown. Jerrold had a full scale demonstration of its 20 channel concept in operation with 20 color receivers operating simultaneously. International Telemeter showed the various versions of its set-top converter and was prepared to talk price and delivery. Twenty channel seems ready to go — now where do we get twenty channels to use it with? Parkinson's Law will no doubt have effect — ingenious cable

operators will find channels to fill the selector positions available.

Amplifier manufacturers showed two classes of equipment. Several offered amplifiers with extended bandwidths, the high frequency response of the amplifier being extended to 240 or 260 MHz. These permit normal 12 channel operation if desired, or may be used as multi-channel systems by stacking 20 channels in the single octave 120 to 240 MHz. Single octave operation is recommended by these manufacturers as a means of reducing some of the interference problems which seem inherent in multi-octave systems. Jerrold demonstrated its new "Starline 20" series on this single octave basis, using a prototype set-top converter of Jerrold's own design. Several other manufacturers had prototype extended frequency range amplifiers on display or promised early delivery of amplifiers with sufficient bandwidth to permit 20 channel opera-

tion in a single octave. Jerrold chose to develop a new housing for its "Starline 20" series. This may disappoint some operators who had hoped to be able to modernize their systems with new plug-ins for present housings. Most other manufacturers offering extended bandwidth equipment are offering new plug-ins compatible with existing housings.

Kaiser CATV proposed multi-channel operation by stacking the additional channels in the spectrum space between channels 6 and 7, usually starting at about 120 MHz. Kaiser CATV reported in a paper presented at one of the convention technical sessions on successful practical experience with multi-channel operation on this mid-band basis. There will no doubt be some heated advertising debates between proponents of the "mid-band" and the "single octave" multi-channel systems.

Multi-channel TV distribution



Major emphasis in Chicago exhibit halls was on cable-casting equipment and local programming service, as indicated above in a section of Vikoa's exhibit.



Twenty channel capability, offered by several manufacturers, was the subject of considerable interest this year. Shown above is part of Jerrold's exhibit.

systems have been operating in the MATV field for some time. Both Blonder-Tongue and Jerrold offer UHF distribution equipment for MATV systems, including amplifiers, splitters and apartment type tap units capable of handling both the VHF and UHF bands. This gives a full 82 channel capability when used with sets with UHF tuners, or with UHF converters. The VHF/UHF distribution systems are presently limited to the apartment class of installation and it will probably be some years before UHF distribution on a CATV scale is feasible. In the meantime, multi-channel VHF equipment is being developed along the lines shown at the Chicago NCTA exhibition.

International Telemeter's converter boxes were shown in several versions. A basic 12 channel version is intended to overcome the direct pick up problem encountered by systems operating in areas with strong local signals. Subscribers' receivers tend to pick up the local channels directly on the set antenna and power wiring, making it

impossible to deliver these channels on cable on their original channels. The 12 channel converter is well shielded and delivers the cable channels to the set on a "clear channel" which is not used by local stations in that area. These converters can save several channels in CATV systems operating in areas with strong local signals. They also make very good remote control tuners, since they can be operated from the subscriber's chair — the tuning function being transferred from the TV set to the converter box. Converter units will probably become a big money volume item in the industry and we may expect to see some stiff technical and price competition in these units.

Theta-Com is a joint venture of Hughes Aircraft and TelePromp-ter. Their new "AML" system modulates the whole broad band CATV spectrum (12 VHF channels and FM band) onto an 18,000 MHz carrier (single side band, suppressed carrier) and radiates it on a pencil or fan shaped beam. Receivers scattered throughout the

service area reconvert the 18,000 MHz carrier to the original VHF spectrum. A pilot carrier system assures that the received VHF channels come right back to their original frequencies. The system was tested extensively in New York City under a special FCC experimental authority, and application has now been made to have permanent spectrum allocation for this type of operation. Pending this permanent FCC authority, the Theta-Com system is shown on a demonstration basis only. This microwave system makes it possible to serve a distribution area from a central hub by beaming 18,000 MHz microwave beams to small receivers scattered throughout the service area. It can take the place of trunk cables in areas where trunk construction is impossible or prohibitively expensive.

The transmitter system was contained in two equipment racks and is all solid-state except for the traveling wave tube required to achieve the desired output power levels. The receivers are all solid-state and are about the size of a cigar box. The receiver mounts directly behind the receiving dish.

Theta-Com's demonstration of full 12 channel operation was very effective. Imaginative CATV operators will no doubt find many uses for the system when its use is finally authorized by FCC.

Solid-state head-ends . . . finally! Solid-state head-end units of the heterodyne type were shown by Ameco, CAS, Dynair, Jerrold, and Scientific Atlanta. The heterodyne type of head-end control equipment is now well proven and the introduction of solid-state versions is long overdue. A few were shown at Miami last year but were apparently early engineering prototypes. This year's showing shows more development and manufacturers are now talking firm prices and delivery schedules. Units are all modular to varying degrees, with the slide-in drawer type of packaging being almost universal. All manufacturers claimed superior color performance but none were prepared to quote figures on actual color performance parameters such as differential phase and gain, and envelope delay. Sketchy specs should not, perhaps.

CATV ANTENNAS

The ASTROSCAT

Available in both 20 and 30 foot models, the ASTROSCAT aluminum parabola is available with feeds for each band or with special broad-band feeds for high and low band channels as well as UHF (Channels 14-83). The ASTROSCAT is specially designed for operation at frequencies up to 2400 MHz and is easily portable and quickly assembled with minimum personnel.



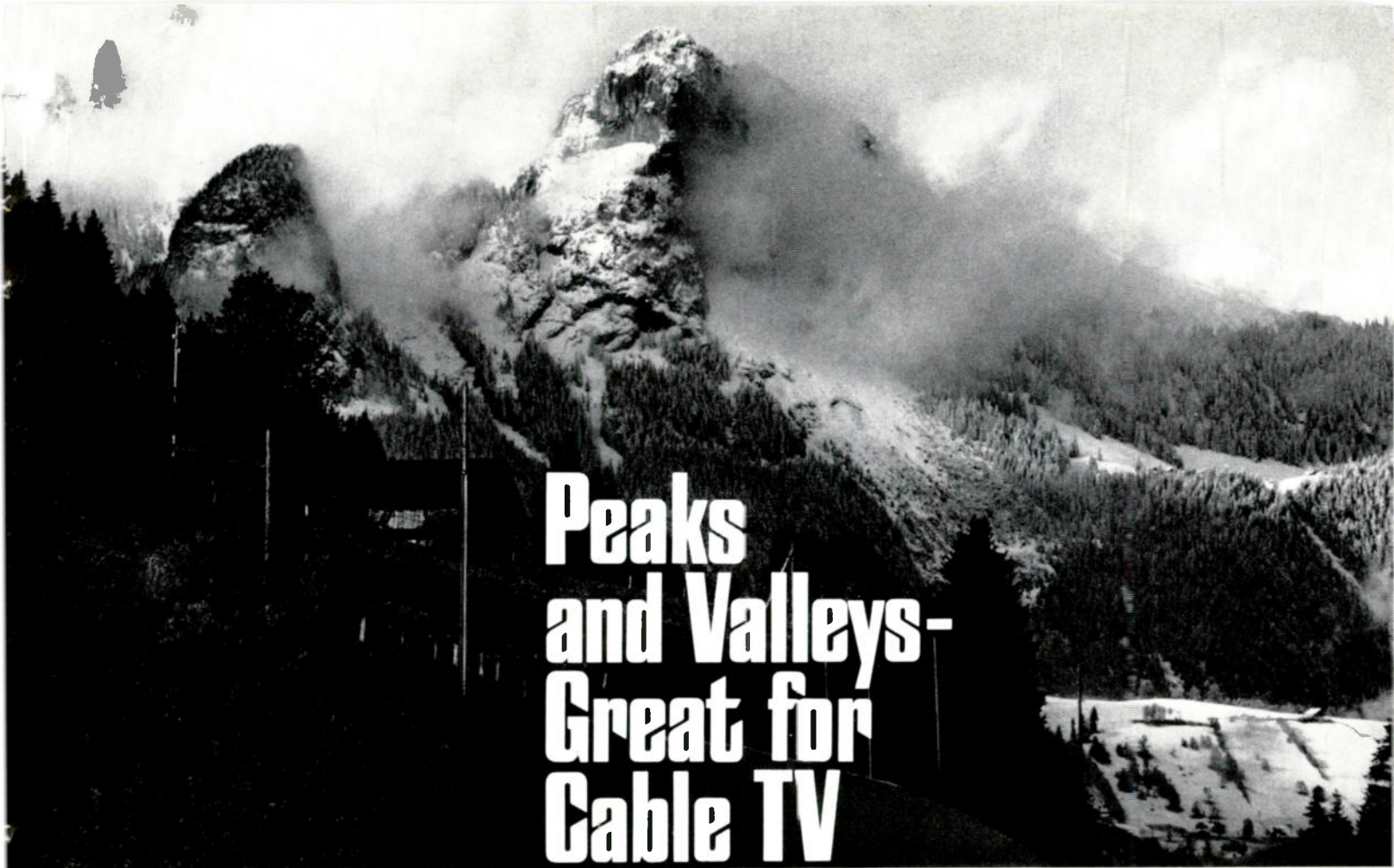
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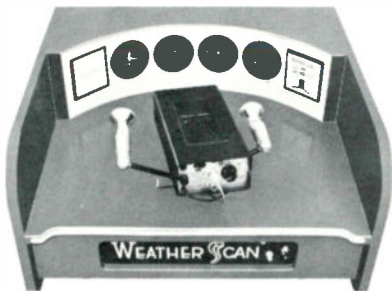
Terrible in a CATV Cable

transmission right from the start. No costly ship-backs. No costly re-installation. There are fewer splices, fewer trouble points, less maintenance and less labor costs with Alumifoam because it's made in continuous seamless lengths up to ½ mile. Because it's seamless, it's waterproof and vapor-proof. And Alumifoam's long life is a real bonus—continuous high-performance quality for years and years. Be sure of the cable in your Cable TV. Get in touch with Times. Times Wire and Cable/a division of The International Silver Company/Wallingford, Conn.




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Now from the manufacturer of the famous WEATHER-SCAN time/weather system . . . a new unit designed specifically for CATV systems desiring an economy package.

Instruments and special features may be custom-ordered to fulfill your exact needs, including all the Texas Electronics instruments contained in the standard WEATHER-SCAN, or any combination thereof. Basic unit comes with a premium quality AFCC camera for flawless, undistorted instrument scanning.

Compact size — 32 inches wide x 30 inches deep x 16 inches high — takes up minimum space, permits easy moving. Easily adaptable for live programming.

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be blamed on the manufacturers, but are probably based on experience of customer demand.

Publication of the NCTA recommended specification form for amplifier output capability has prompted an interest in special test equipment for this specification. Ameco showed a prototype of a cross modulation test set which was



The author, I. Switzer, is shown presenting his technical paper in Chicago. To his left are some of the other featured speakers: Archer Taylor (Malarkey, Taylor & Associates); Carmine D'Elia (Vikoa); and Ken Simons (Jerrold).

developed in their labs for their own use, but which they would no doubt make to order for interested customer. Spencer-Kennedy Laboratories showed a 12 channel test source for cross modulation tests. This set was developed for their own use but is being offered for general sale. Hewlett-Packard was back at the Chicago show after their initial showing at Miami, last year. This maker of high class test equipment is apparently satisfied by the interest in the CATV field in H-P grade instrumentation. This writer was disappointed that Telemet, who showed video test equipment at Miami, did not see fit to exhibit this year. With the growing interest in cablecasting, there should be an increased interest in video test equipment.

Anaconda-Astrodata showed an improved version of the CATV analyzer system that they introduced last year. They also showed their signal level meter, first introduced at Miami.

Jerrold's 720 meter is now apparently ready for delivery. Jerrold also showed their new SS300 sweep generator and the prototype of a packaged test set comparable to Anaconda-Astrodata's unit.

Amplifier manufacturers continue to improve their products. Major change seems to be Jerrold "Starline 20" series. This series claims improvement over the former Starline series and differs significantly in the housing. This writer had expected to see switching mode regulators almost universally adopted this year, but was able to find them only in Vikoa's line. Cascade now offers switching mode regulators as optional modules in its main line equipment.

Directional couplers continue to make inroads into the subscriber tap field. Benco and Blonder-Tongue showed modular units, a concept introduced in previous years by Craftsman and CAS. Craftsman showed new heavy die-cast housings to Bell KS specs, but the premium price commanded by such housings makes one wonder just how much a subscriber tap should cost. Directional coupler multi-taps are now available from virtually all manufacturers in a wide variety of housings and configurations.

Superior Cable seems to have sent the baloon dielectric cable back to the drawing board for more work. Cable manufacturers now talk specifications to 300 MHz to accomodate the new extended frequency range systems being designed for multi-channel operation. Phelps-Dodge showed their new Spirafil II cable introduced earlier this year.

Scientific Atlanta appears to find the CATV market to its liking after having entered the field with its antenna systems. They introduced a solid-state head-end control unit this year and a series of antenna preamplifiers using field effect transistors. Field effect transistors have some properties that should make them ideal for preamplifier use and Scientific Atlanta's units appear to be the first available for CATV application.

American Pamcor showed its connector line and a line of shrink tube products for CATV application. Shrink tube products were first introduced into the industry by Sigma Industries, and the competition from Pamcor tends to prove the usefulness of this item in CATV applications.

Collins, Jerrold, Lenkurt and

Raytheon showed their latest microwave equipment. Everything is now solid-state except the klystrons and even the klystrons have been improved by two-phase temperature stabilization systems.

SKL and Jerrold demonstrated their computer systems. Both companies now use computers as assists in equipment development and in CATV system design, and had a number of demonstrations of CATV applications on their systems. Jerrold demonstrated using a remote IBM 360 system while SKL used a G.E. remote system. We may expect to see further development of computer applications in CATV system design.

Exhibitors showed program origination equipment for modest budgets. There was even programming for the system without a budget. Modern Talking Picture Service, Inc. offered a variety of free film programs on travel, sports, religious and public service subjects.

Cablecasting equipment shown was all of the industrial or ETV variety — vidicon cameras, spiral-head tape recorders, random interlace sync (mostly) and simplified switching and monitoring facilities. Viewfinder vidicon cameras with zoom optics were available, as well as simple film and slide chains. Most cameras had random interlace sync generators although EIA sync was available on most units on request. TeleMation showed a wide variety of program origination devices, most of which showed the special adaptation to CATV requirements for which this firm has become known.

Television Presentations Inc. showed a new computer type news display unit. The display unit, developed by RCA, uses computer technique to generate a display directly from teletype line input without use of a camera. Teletype lines go in, standard video comes out — no moving parts except the on-off switch! The unit on display had split screen facility for simultaneous display of UPI news bulletins and New York Stock Exchange ticker tape. This unit represents another introduction into the CATV field of sophisticated electronic techniques developed in other fields.

Trans-Lux introduced their stock ticker display equipment. This equipment uses a vidicon camera to scan conventional stock ticker displays.

Ampex's display of their new VR-7500C color videotape recorder was impressive. The recorder is not up to performance standards of their broadcast type, but then neither is the price. Spiral-head recorders of similar designs were shown by Shibaden as well. Sony recorders were also shown in that firm's booth. Asteroid showed the digital weather dial system introduced last year and their new Emerg-Alert system for emergency origination on CATV systems.

Most program origination equipment was of industrial grade using vidicons in simplified cameras.

Future exhibitions might tend toward broadcast equipment if cablecasters find that the local flavor of their programming is not enough to outweigh the professional polish and technical quality of their broadcast competitors.

Telesis Corporation's exhibit had special interest for operators concerned with sub-low channel operations. Telesis has built some extensive systems using sub-low channels and has developed its own amplifiers for this application. It was interesting to talk to a company that was wholeheartedly in the sub-low field. The firm also showed a new non-duplication switcher.

Systems using two pilot carriers for automatic equalization will probably be of increasing importance. SKL and Entron have had equipment of this purpose available for some time, but have reintroduced it this year in up to date packaging. Jerrold has acknowledged the problem by making available a split band AGC amplifier to provide separate AGC on high and low bands. Availability of practical two-pilot systems from SKL and Entron will no doubt spur interest in this approach to control of large CATV systems and will encourage wider availability and use of this approach.

AT&T ventured a toe into the NCTA waters with an attractive 'institutional' booth promoting Bell System transmission facilities. □

RUGGED HARDWARE ITEMS

FEED-THRU, model 449



For abrasion-free feed thru of RG59/U drop line cable. Specify black for outdoors or beige for indoors. Guard plate covers drill damage on masonry walls. **\$.13 each**

SPACER, model 443



Made of virtually unbreakable black polyethylene, the model 443 can hold a 3/8" cable, plus several other cables. It is used with the model 444 strap to separate cables from messenger strand where aluminum sheathed cable must be bent to enter equipment or to clear an obstacle. **\$.04 each**

STRAPS, models 444/10 and 444/16



Used with the model 443 spacer. Available in two lengths:
10" (444/10) and
16" (444/16).
444/10, **\$.08 each**
444/16, **\$.10 each**

"C" SPAN CLAMPS model 442, button type model 509, hook type



Excellent for use where tap has no provision for attaching snubber grips to messenger cable. Designed for the growing system with numerous drop lines from the same area. **\$.40 each**

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For securing cable lashing wire at end of span. Rugged one piece construction. Hot galvanized and Vik-O-Process plated. **\$.15 each**

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PRODUCT REVIEW

NEW COMPONENTS FOR CABLE TELEVISION SYSTEMS

VIKOA HAS NEW CATV PRODUCTS

A new vidicon camera said to be capable of providing 500 line resolution has been introduced by Vikoa, Inc. Designated Model ST 1000, the self-contained solid-state camera is designed primarily for local origination. A 4000-to-1 automatic light compensator is said to maintain excellent picture quality even when the camera suddenly pans from a very light scene to a very dark one. The



ST 1000 provides both video and RF outputs. The video output can be combined with audio for modulation onto any unused CATV channel frequency. With the separate RF output any standard TV receiver can be used as a monitor. The ST 1000 is available for delivery now. Price is under \$300.

Two new solid-state field strength meters are also being introduced by



Vikoa, Inc. The Model 481 is portable and operates from self-contained rechargeable batteries or 110 vac. It features an illuminated meter and is

said to operate accurately at low temperatures. It also includes individual channel calibration. The 482 is designed for 19" rack mounting in CATV head-ends. It is similar to the 481, except that it includes a built-in audio monitor, complete with speaker. Specifications of the two units are essentially the same. Vikoa has introduced a new line extender designated Model 451. The solid-state unit utilizes printed circuits and incorporates separate gain and tilt controls which are said to compensate for equivalent cable lengths of 10 to 20 dB. It accepts any of three types of plug-in pads: flat, cable compensating and cable equalizing. Basically, the 451 consists of a Model 453 amplifier module in a Model 454 housing. Designed for strand mounting, the housing is made of cast aluminum alloy. When the case is closed, a silicon conducting gasket provides weatherproofing and radiation protection.

Vikoa has also made a number of additions to their line of CATV construction hardware. New items include spacers, straps, feed-throughs and an "E" lashing clamp. The Model 443 spacer is used with a Model 444 strap to separate cable from equipment. Made of "unbreakable" polyethylene, the spacer can hold 3/4" cable, plus several other cables. The pliable aluminum straps are available in 10" (444/10) and 16" (444/16) lengths. The Model 415 "E" type cable lashing clamp is used to secure cable lashing wire at the end of a span. It is made durable by one-piece construction and vik-o-process plating. There are two colors of the Model 449 feed-throughs: black for outdoors and beige for indoors. These feed-throughs cover drill damage on subscribers' homes, and protect drop line cables from abrasion, according to the manufacturer.

For further information on these new products contact Vikoa Inc., 400 Ninth Street, Hoboken, New Jersey.

VIDEO CONTROL CENTER

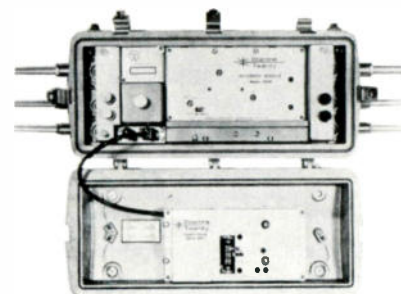
TeleMation's new Cablecaster video contron center combines a two-buss, six-input video switcher, pulse distribution amplifiers, video level meter,

video processing and control for up to four cameras, video output amplifiers, power supply, and intercom circuits all in a single desk top unit. The unit is connected to as many as four cameras, which can be either live or automatic, by multi-conductor camera cables which carry power, intercom, "on air", light, pulse, and video voltages. "Vertical interval" switching is featured in the program switcher buss along with solid-state video cross-points. The preview buss is a mechanical switcher which bridges the video input circuits.

For further information on this new product contact TeleMation Inc., 2275 South West Temple, Salt Lake City, Utah 84115.

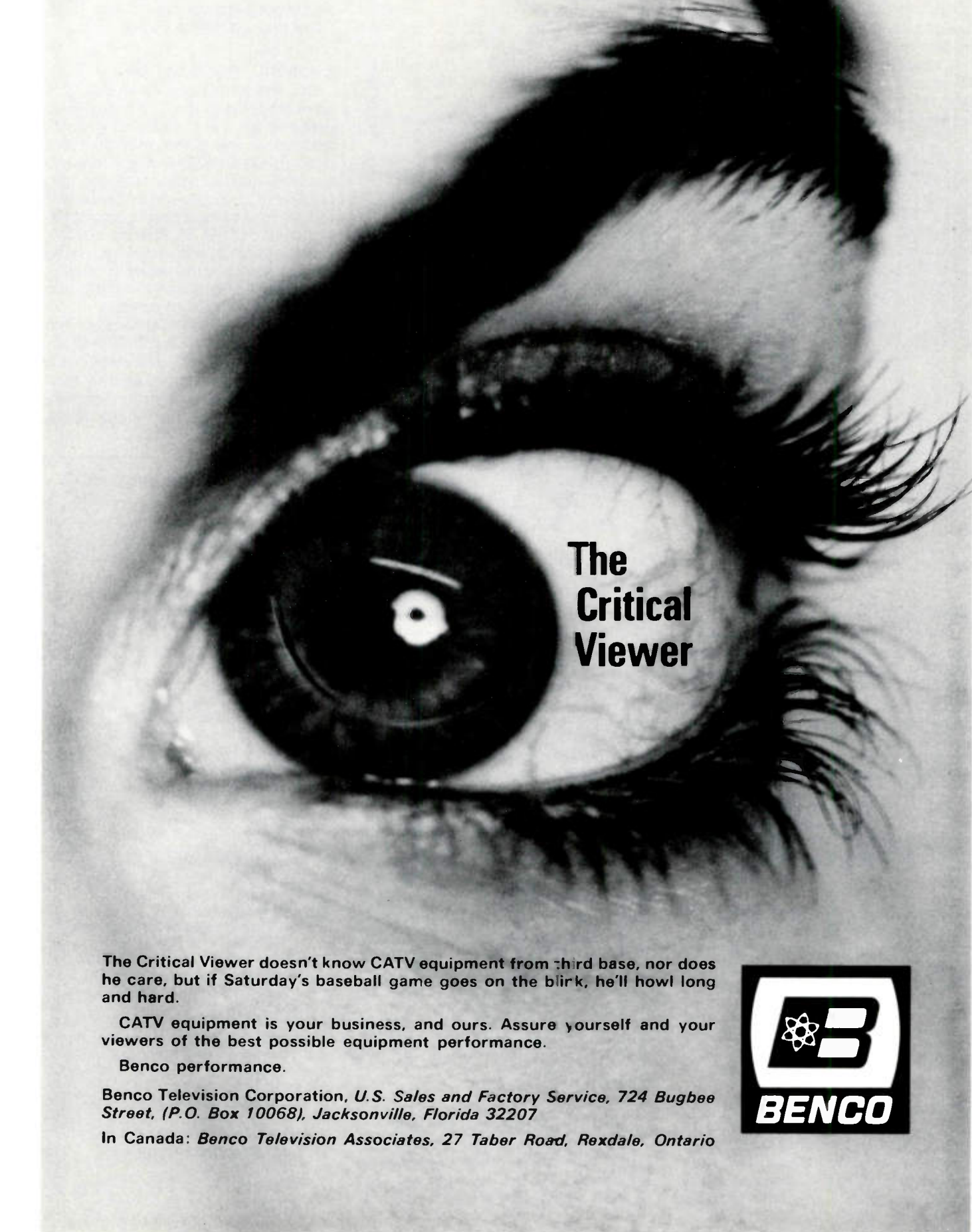
JERROLD INTRODUCES NEW CATV PRODUCTS

Jerrold's new Starline Twenty series amplifier provides 12 or 20 channel capability, depending on the desired channel capacity for the system. With 12-channel use, up to 71 Starline Twenty amplifiers can be cascaded,



while up to 50 amplifiers can be cascaded with the 20-channel operation, according to the manufacturer. Cascading figures are based on a 40-dB signal-to-noise ratio and -57 dB cross-modulation at the output of the trunk amplifier at a system extremity. The conversion from 12-channel to 20-channel operation is accomplished by changing head-end equipment and by the addition of a top-of-the-set converter in each subscriber's home. Jerrold has two versions of Starline Twenty stations, one for strand mounting, the other for underground systems.

Jerrold also recently introduced the Channel Commander II, a solid-state TV signal-processing unit. Successor to the company's previous tube-type unit, the new Commander II provides head-end capability for Jerrold's Starline Twenty distribution system. The signal-processor receives any single VHF channel 2 through 13, processes and controls the channel at IF frequencies and puts them out on any one VHF channel 2 through 13 or any special



The Critical Viewer

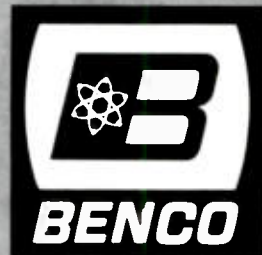
The Critical Viewer doesn't know CATV equipment from third base, nor does he care, but if Saturday's baseball game goes on the blink, he'll howl long and hard.

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Benco Television Corporation, *U.S. Sales and Factory Service, 724 Bugbee Street, (P.O. Box 10068), Jacksonville, Florida 32207*

In Canada: *Benco Television Associates, 27 Taber Road, Rexdale, Ontario*



channel necessary for the Starline Twenty distribution system. The unit's self-contained, regulated power supply provides all dc voltages necessary for operation from a standard 117-volt ac source.

A new test set recently introduced by Jerrold is said to combine into one unit all the equipment necessary for making complete summation-sweep



tests on a system. The solid-state, modular unit accomplishes gain, loss, return loss and response analysis by a single switching action.

For more information on these new products contact the CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut Street, Philadelphia, Pennsylvania 19105.

AMECO DIRECTIONAL TAP

Ameco's Pacesetter DT directional tap is engineered in accordance with Western Electric specifications and has tap values of 10, 13, 17, 23, 29, and 35 dB with two or four taps. The DT utilizes the "snap-in" housing, the same weather and radiation resistant housing used for the Ameco line divider, power inserter, blocking



capacitor and splice. The Pacesetter DT may be used with various sizes of cable. Connector prices are: DX412—\$1.73, DX500—\$2.35, DX750—\$2.88. The list price for the Pacesetter DT itself is \$19.95.

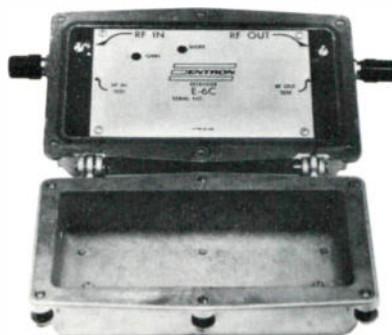
For more information on this product contact Ameco Inc., P.O. Box 13741, Phoenix, Arizona 85002.

NEW ENTRON UNITS

A new amplifier combination of trunkline and bridging modules is being produced by Entron. The RB-6T is fully solid-state and is housed in the company's sealed die-cast aluminum

housing, for strand mounting. Construction is functionally modular. Up to four distribution outlets are provided. The operating level on each, with all four connected, is given as 37 dBmV. The circuitry includes automatic level control in each amplifier, actuated by dual pilot carriers at 73.5 or 225 MHz, according to the manufacturer. The RB-6T can be powered at either input or output with 30-vac. The distribution lines of the bridging section also can feed power to down-cable equipment.

Entron, is also producing a new extender amplifier. The E-6C is solid-state and is said to offer improved performance compared to earlier counterparts. Gain is 27 dB and



operating level is 42 dBmV, according to the manufacturer. The unit includes its own regulated 30-vac supply operating from remote cable power. It is housed in a weather resistant die-cast aluminum housing which is strand-mounted.

A third new product by Entron is the P-1 tower-mounted preamplifier for improving marginal VHF TV signals. The solid-state preamp is said to provide 33 dB minimum gain on lowband and 26 dB minimum on high band, while the noise figure is reported as 4 dB maximum. According to the manufacturer maximum output level is 53 dBmV; frequency response is flat ± 0.5 dB; impedance in and out is 75 ohms nominal. Circuitry of the unit includes a 3-section helical resonator preselector filter, a 2-stage single-channel amplifier, and dc power supply. External remote power requirement is given as 30-vac. Connectors are type N, and mounting is on 2-inch to 5-inch mast.

For additional information on these products contact Entron, Inc., 2141 Industrial Parkway, Silver Spring, Maryland 20904.

REVERSE SPIRAL DROP GRIP

Westay Company has developed a new grip for CATV house drops which utilizes the reverse spiral wrap. The reverse spiral grip prevents spinout

and will hold full rated strength of the cable, according to the manufacturer.

For further information contact Westay Company, P.O. Box 573, Cupertino, California 95041.

CHANNEL OSCILLATOR

SKL has introduced its Model 7225 12-channel Oscillator—an instrument designed for use in measuring cross-modulation and other distortion products in wideband VHF amplifiers and systems. Entirely solid-state, the unit consists of 12 plug-in crystal-controlled oscillators and modulators, a common crystal-controlled 15,750 Hz square-wave generator, a common regulated power supply and individual combining filters. Each plug-in unit generates one of the VHF TV picture carriers.

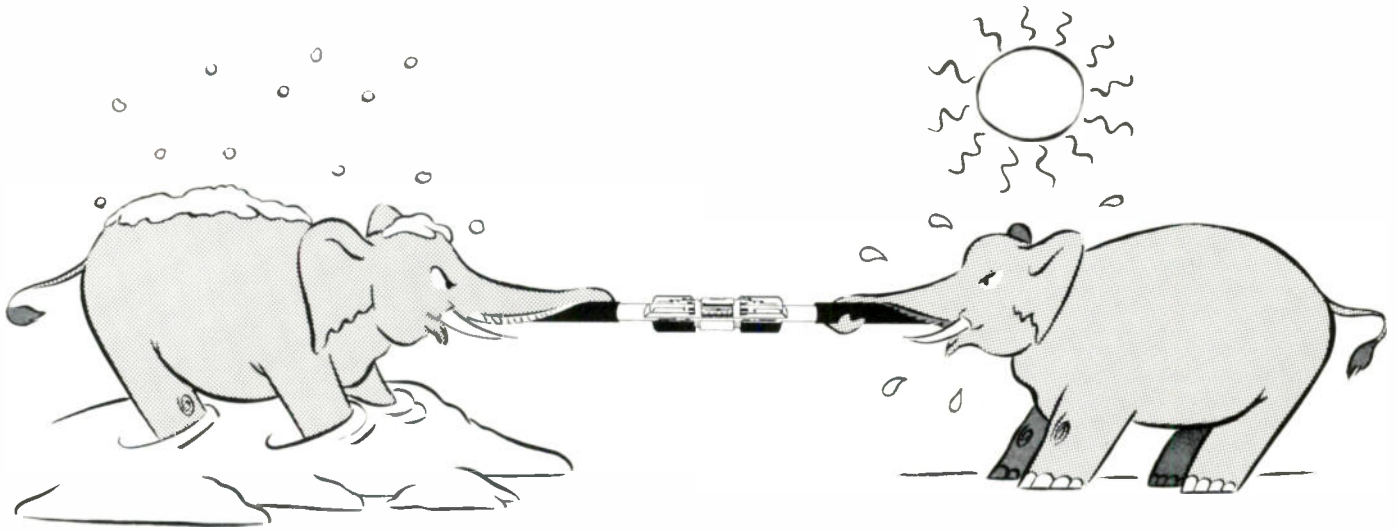
Individual function switches set the operating modes: OFF, CW, 10% MODULATION, or 100% MODULATION.

For more information on this new product contact Spencer-Kennedy Labs, 1360 Soldiers Field Road, Boston, Mass. 02135. □

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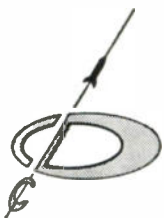


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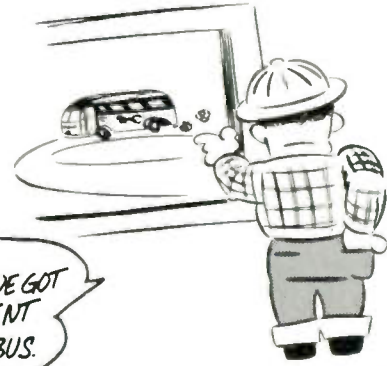
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Commander II's compact modular construction includes five active modules, only one of which (either the input or the output module) needs to be replaced to change functions. The whole unit takes up only $5\frac{1}{4}$ " of vertical rack space when mounted in a standard 19" rack.

New Commander II's will be rolling off production lines in December. Get your order in now to insure early delivery. Write or call CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut Street, Philadelphia, Pennsylvania 19105. Phone 215-925-9870.

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