

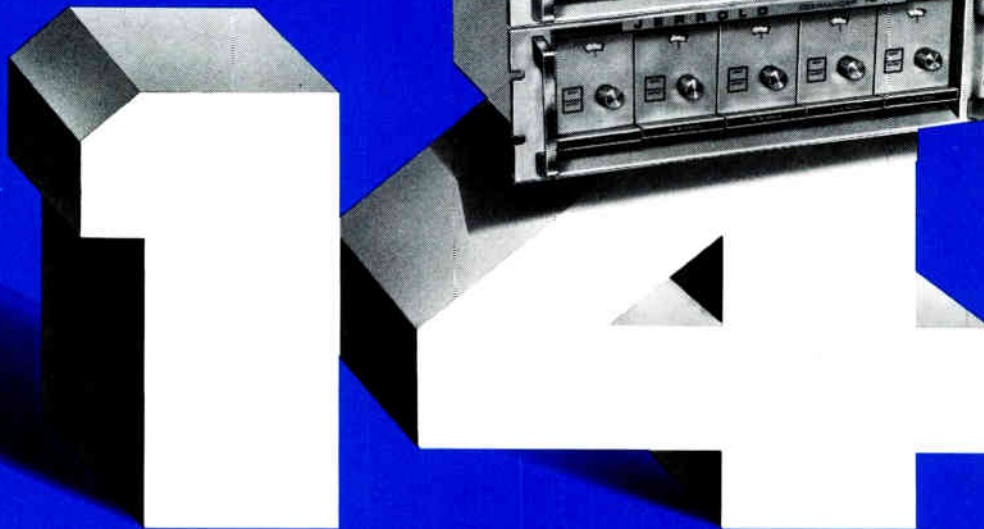
CATV

Newsweekly of Cable Television



March 8, 1971

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CBS Files Final Answer to Iacopi; Viacom Spin-off Issue Now up to FCC

CBS answers opponents of Viacom spin-off; now that all pleadings are in, hot question of go or no-go is up to the Commission to answer.

CBS last week insisted that its proposed spin-off of program and CATV interests to Viacom, Inc. violates no present FCC regulation and that any further delay would prejudice the life of the network's cable and syndication operations.

Unless opponents of the spin-off come up with a last-minute filing, the CBS answer closes out the argument and the next move is up to the FCC.

Marino Iacopi, a CATV pioneer and minority shareholder in the CBS-controlled San Francisco cable system, had asked the FCC to hold up the network's spin-off

plan and order an evidentiary hearing.

Among Iacopi's objections to Viacom are: that the new company will not in fact be independent of CBS control and therefore will not meet the FCC's broadcast divestiture rules; that

(Continued on page 7)

Commission Extends Deadlines in Dockets

The FCC has extended its deadlines for comments in both the

satellite docket and the program exclusivity docket.

In response to a request by Western Tele-Communications Inc. and Fairchild Hiller Corp., the deadline for filing applications for domestic communications satellites has been moved to March 15.

At the same time, the FCC said the networks could have another two weeks—until March 30—to file their satellite statements; and organizations applying for earth stations to operate with proposed satellite systems will have another two weeks after the networks to file.

An even longer delay was granted by the Commission in another docket. Nine television producers asked for more time to prepare comments on the FCC's proposal to make more non-network programming available to CATV systems and UHF stations. The producers asked for a four-month extension; the Commission granted two months and said comments will be due May 3 with reply comments scheduled for June 3.

The proposed rulemaking is part of the FCC's investigation of exclusive contracts between pro-
(Continued on page 5)

Roles Cast For This Week's Show

The curtain goes up this week—Thursday, March 11—at the FCC. That's the date hearings begin on some of the critical questions of CATV regulation.

Departing from its usual hearing procedure, the Commission has invited some 60 spokesmen from all concerned sectors to present their viewpoints in a panel format. Once the panel presentations are concluded, which will not be until March 18, other interested parties will have the opportunity to make their statements individually.

Scheduled dates, topics and speakers for the four panels to be held this Thursday and Friday are as follows:

Thursday, March 11, A.M. Topic: Directions in which systems should be headed in order to improve potential for public

service (e.g., minimum channel specification, 2-way, origination, common carrier operation, etc.). Panelists: John W. Macy, Corp. for Public Broadcasting; Paul Comstock, NAB; Paul Visser, Hughes Aircraft; Everett Parker, United Church of Christ; Irving B. Kahn, TelePrompTer; Albert Kramer, Citizens Communications Center; McGeorge Bundy, Ford Foundation; Jack Valenti, Motion Picture Association of America; Ted Ledbetter, Urban Communication Group.

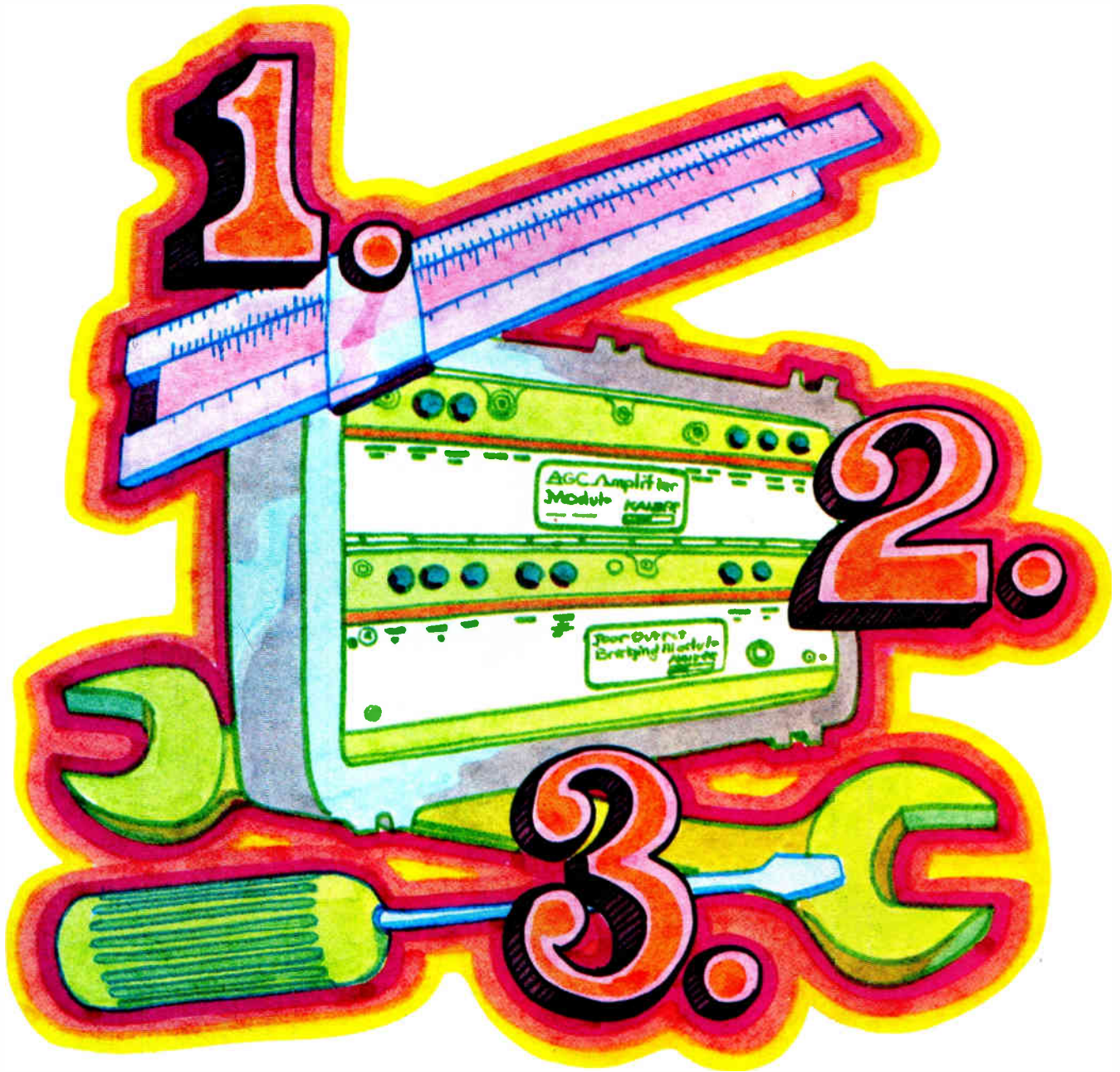
Thursday, March 11, P.M. Topic: Whether proposals for commercial switching and payments to the Corp. for Public Broadcasting are feasible; if so, whether they are a desirable approach to the distant signal problem and, if not, what are the alternatives. Panelists: Alfred Stern, TeleVision Communications Corp.; David Baltimore, WBRE-TV; George Bartlett, NAB;

Bruce Merrill, Ameco; Leonard Ross, Harvard University; John McCoy, Storer Broadcasting.

Friday, March 12, A.M. Topic: Benefits and detriments of CATV operation in the top-100 markets. Panelists: Monroe Rifkin, ATC; Donald Baker, Justice Dept.; Barry Zorthian, Time-Life Broadcast; Michael Horne, attorney; Jack Harris, AMST; Leland Johnson, Rand Corp.; William Putnam, Springfield Broadcasting.

Friday, March 12, P.M. Topic: Benefits and detriments of CATV operation in markets below the top-100. Panelists: Ben Conroy, CPI; Bill Fox, Lanford Telecasting; Dale Moore, Western Broadcasting; Bruce Hebenstreit, New Mexico Broadcasting; Nat Allen, National TV Translator Association; George Barco, Meadville Master Antenna.

Topics and speakers for the remaining four panels will appear in next week's CATV.



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gram suppliers and broadcasters—particularly VHF stations. In this particular rulemaking, the FCC has proposed limiting the time for which those contracts can run so that programs can be made available sooner to the less-advantaged buyers such as cable systems and U's.

NCTA Urges Response From CATVers

NCTA last week asked all cable system operators to cooperate in several association programs now under way.

Most urgent, according to association spokesmen, is the cable-casting survey which was mailed to the industry last month. It was pointed out that information is needed to fight the freeze and to represent cable effectively to public service organizations, the advertising industry and program suppliers.

"Response to the survey has been very disappointing," said NCTA representatives. As of last week, only 275—or about 10 percent of the industry—had

returned completed surveys. All operators, whether originating or not, were asked to send in the questionnaires as soon as possible.

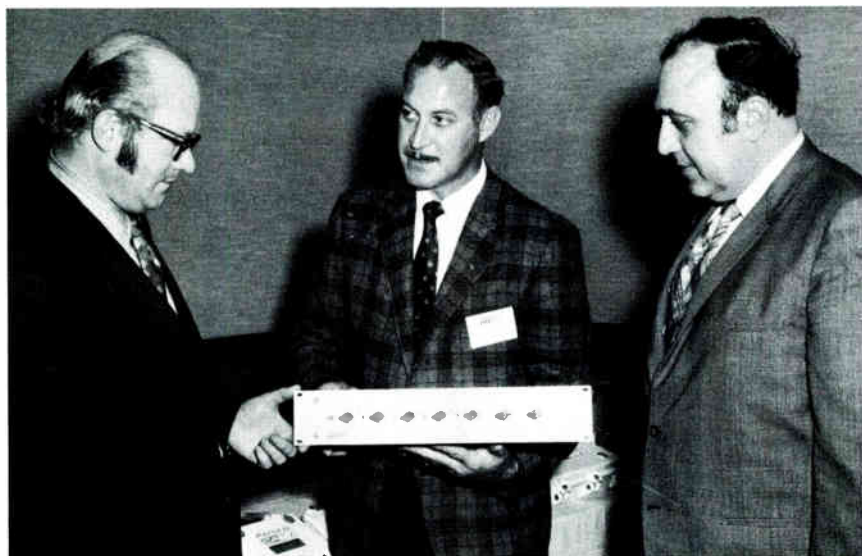
According to NCTA, replies to the survey are being coded for storage in a computer data bank which will allow the trade group to simplify future survey procedures.

System cooperation was asked in the photo contest currently being run by NCTA. Construction shots, work-oriented shots (other than office staff), tower shots and head-end shots are being solicited and entries can be glossy photos or slides.

Grand prize offered by the association is \$100 with a first and second prize of \$30 and \$20 respectively in each of the four categories. Deadline for entering is Friday, March 19.

NCTA has also announced that the official transcript of the 1970 Convention is off the press and pre-orders are now being filled. Persons who have not yet ordered and who wish to obtain a transcript copy can contact NCTA at 918 16th St., N.W., Washington, D.C. 20006. Price tag on the 1036-page transcript is \$8.

NCTA's Penwell Inspects Kaiser Training



During a recent Kaiser CATV technical school held in Tampa, Florida, G. Norman Penwell (left), NCTA Director of Engineering, discusses a training aid with Carl Lindquist (center), Product Support Supervisor, and Jim Taglia (right), Southeastern Regional Sales Manager. Penwell attended the school to acquaint himself with the type of training being offered to the industry by manufacturers.

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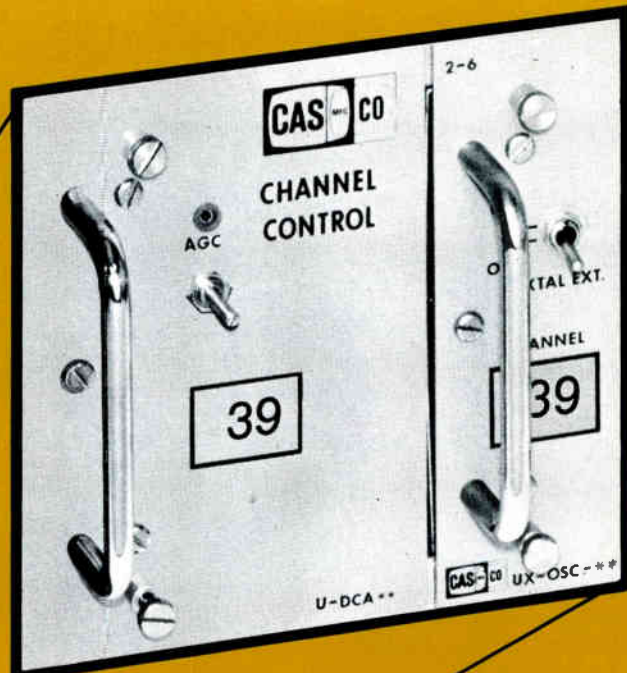
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Canadian CATV "White Paper" Suggests Cable Television Subsidize Broadcasting

Canadian Radio-Television Commission Chairman Pierre Juneau releases "White Paper" on cable; suggests industry might have to subsidize Canada's broadcasters.

Toronto—The Canadian cable television industry may have to subsidize Canadian broadcasting, according to an announcement issued by the CRTC.

The Commission suggests that cable television is destroying the country's broadcasting system and that if a solution is not found to integrate the two systems, Canada's political unity and cultural identity will be threatened.

The plan, outlined in a 30-page "White Paper" entitled "The Integration of Cable Television in the Canadian Broadcasting System," will be the subject of a week-long public hearing in Montreal beginning April 26.

The document lists various alternatives which would allow CATV systems to continue U.S. television carriage while at the same time financially supporting Canadian broadcasting.

What the White Paper does not state, however, is that about 50 percent of all Canadians are able to receive some U.S. programs off-air—without cable—and that at least some of the advertising money spent in the U.S. is directed toward non-cable homes. The brief also neglects to mention the enlargement of Canadian broadcast station markets as a result of cable.

In opposition to the White

Paper, Canadian Cable Television Association president R.C. Short pointed out that broadcast station revenues amounted to \$105 million in 1969 with costs figured at \$80 million. Cable operations, on the other hand, brought in \$35 million in revenue with \$30 million costs. Short indicated that it would be unfair for a \$35 million industry to subsidize a \$105 million industry.

Viacom Final Filing . . .

(Continued from page 3)

the spin-off is an attempt by the network to take unfair advantage of minority stockholders in its subsidiary CATV firm Television Signal Corp.; and that the combination of program syndication and programming outlets in the same corporation violates the policy behind the FCC's syndication and concentration of ownership rules.

Hope of getting any such simple handle on the whole question of the spin-off was dashed, however, in the CBS response filed last week. The network simply had its CARS proceeding dismissed at the Commission—thus eliminating any licensing question for the present and presumably still being able to apply again in the future when and if the Viacom corporation is safely under way.

Jerrold Takes Basic School on the Road

Jerrold Electronics Corp. officials have announced that the company will put its "CATV Basic Technical Schools" on the road again during 1971.

Last year was the first time the firm took the schools out of company headquarters in Philadel-

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OUR COVER

Dale Moore, chairman of the Future of Broadcasting Committee of the National Association of Broadcasters, recently addressed the Winter meeting of the Colorado Broadcasters Association on the evils of CATV. Excerpts from his speech, along with an anti-cable pamphlet distributed at the meeting, appear on pages 12 and 13 of this issue.

phia, and the Jerrold Technical Training Institute management was pleased with the results.

In view of last year's success, said Institute spokesmen, training schools will be held in eight cities during 1971 to supplement the two courses given in Philadelphia.

One school has already been held in Los Angeles in January and the second is slated for March 16 through 19 at Atlanta's Sheraton-Biltmore. The other half-

dozen cities tentatively scheduled are Boston, Minneapolis, Dallas, Kansas City, Denver and Portland.

This schedule, said the Institute, means that every cable technician in the country will have the opportunity to attend a Jerrold school at a distance of no more than one day's drive.

Spokesmen emphasized that the schools are open to all CATV technicians, not merely Jerrold-affiliated firms or individuals. This

year's program includes a briefing on industry history and background; a discussion of cable and signal propagation; a study of receiving equipment and systems equipment; and sessions on system parameters and system maintenance.

The study of distribution systems, according to the Institute, remains primarily in the area of layouts. Subscriber drop materials, microwave transmission systems and local origination round out the curriculum.

In addition to the basic training schools, Jerrold is sponsoring a number of 2-day technical seminars and at least one 2-week workshop for upper-level technicians and engineers is being planned.

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5 YEARS AGO THIS WEEK

- On Tuesday, March 8, the FCC formally issued its official Second Report & Order regulating in detail the cable television industry. The Commission also ordered operators to file information on system name, location, subscribers, ownership and origination for the first time.

- The city of Springfield, Illinois granted a non-exclusive franchise to First Illinois Cable TV, Inc. according to an announcement by cable firm president William Clancy.

- Lyle Keys, president of Tele-Mation, urgently requested cablecasting information from any system operators engaged in local origination. Keys said he needed the data to fight restrictions on cable before the House Commerce Committee.

- Jerrold announced a new address, effective March 7, at 4th and Walnut Streets, Philadelphia, Pa.

- Some of the stock closing prices, March 10: Ameco, 27; Entron, 10½; Jerrold, 21¾; TelePrompTer, 16½.

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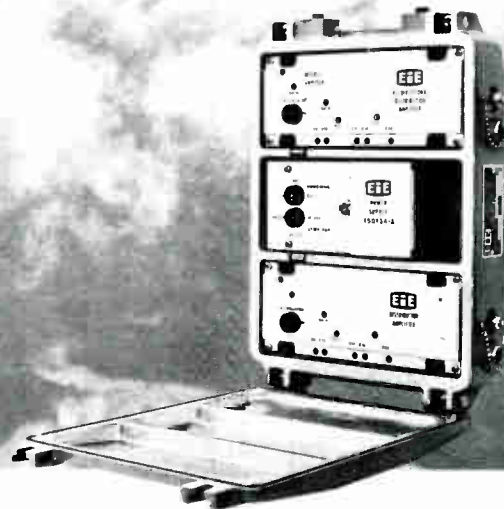
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First CP Application Filed For Laser Link Microwave

Missouri CATV Systems, Inc. in Eldon, Mo. has filed the first application for Laser Link's local distribution service. The application was accepted for filing at the FCC only days after the U.S. Patent Office issued patent no. 3,566,269 for Laser Link's frequency pulse width modulation hardware.

The Laser Link system is the invention of Harold Walker of Edison, N.J., a major stockholder in the firm.

Other local distribution service applications accepted for filing were: Carbon Cable Television, Inc. for Slatington, Jim Thorpe and Mahoning Valley, Pa.; and Comtec, Inc. for Hilo and Kailua, Hawaii.

Idaho Operators Meet, Hear Guest Speakers

Two guest speakers highlighted the recent meeting of the Idaho Cable Television Association in Boise.

The governor of the state, Cecil Andrus, addressed the operators at an evening banquet, the NCTA general counsel Gary Christensen addressed the luncheon.

The one-day meeting began at 8 in the morning, ran until late in the evening. Besides two business sessions, the association members and visitors heard technical presentations and participated in a round-table discussion on common problems.

FCC Authorizes Leapfrogging For Two Cable Operators

Carriage of distant signals which leapfrog closer stations has been authorized by the FCC for cable systems in South Dakota and Mississippi.

KOTA Cable TV Co., operating in Brookings, S.D. can bring in KMSB-TV, Minneapolis, Minn., ruled the Commission. KOTA is outside any 35-mile limit, but its proposed carriage leapfrogs a closer station, KCAU-TV in Sioux City, Iowa. KOTA, however, presented evidence that Brookings residents have more in common with Minneapolis than with Sioux City. The FCC based its favorable ruling on this evidence along with a showing that carriage of the distant station would be more economical.

The twin factors of economy and community of interest also persuaded the Commission to okay leapfrogging for Columbus TV Cable Corp., Columbus, Miss. To fill out its complement of full

(Continued on page 14)

Franchise Summary

EAST. TeleCable Communications has told Middletown, Del. city council that firm would like 10-year franchise, would provide 12-channel system . . . Easton, Mass. selectmen have granted cable rights to Revere Cablevision . . . Hooksett, N.H. have renewed United Cable Company of New Hampshire's permit . . . 30-year franchise to Telco Inc. in Asbury Park, N.J. is final . . . Ordinance granting National Video Systems franchise has passed first reading in Seaside Heights, N.J. . . Pine Bush, N.Y. residents will receive cable service from Walden Video Corp. under terms of recent franchise . . . Suffolk Cable Corp. is opposing Long Island Cablevision's franchise request in Brookhaven, N.Y.; Suffolk and Brookhaven Cable TV already serve portions of the area . . . B&B Cablevision has won 20-year franchise for Quakertown Borough, Pa.; firm will pay borough 3 percent first year.

MIDWEST. Lawrence County, Ohio commissioners have authorized James T. Smith to install CATV in Fayette, Union and Rome; 21-year franchise will bring county 5 percent of gross once system is under way . . . A franchise

has been granted in Frederick, Okla. to Frederick Cablevision, according to principals Stan Searle and Jim Brown; plans call for carriage of Oklahoma City and Dallas-Ft. Worth signals as well as color origination . . . New firm, Wisconsin Cable TV, has asked Deer Village and Oak Creek, Wis. for permission to make CATV application . . . Local group headed by Robert Burell has petitioned Edgerton, Wis. for franchise; Burell holds franchise in Stoughton, Wis. . . Milwaukee, Wis. council is looking at possibility of city-owned cable system now that mayor vetoed franchise to Time-Life.

SOUTH. Coaxial Communications Inc. and Dynamic Cable Co. have been asked to give Hialeah, Fla. council written cable proposals . . . Wichita Falls, Tex. has hired Checchi & Co. of Washington as CATV consultants . . . Five firms have applied for cable rights in Roanoke County, Va.

WEST. Nation Wide Cablevision, Theta Cable of California and Doubleday Broadcasting have asked Fullerton, Calif. councilmen for franchises.



Robert A. Searle
Publisher

FROM THE PUBLISHER

Broadcasters Talking to Themselves

All across the land, CATV has broadcasters talking to themselves. And some of the things they are saying about cablemen aren't too nice.

This editor thinks the CATV industry should know what is being said in the "enemy" camp. Therefore—the following:

As you read the following excerpts of a speech by small market broadcaster Dale Moore, and the "Voice of Doom" piece below, please keep in mind that these are not the views of *all* men in the TV broadcast business. I expect that it's probably just a noisy minority.

But noisy minorities are not ineffective. They have been known to generate revolution—both good and bad. So it behooves you, the cable operator—and the man accused—to know what the broadcast "bad guys" are telling the innocent "good guys" in broadcasting.

Is "Free" TV Doomed?

Is "free" television doomed by cable television or "pay" TV? Yes, in the medium and small markets, if the Federal Communications Commission does not take steps to correct the situation.

Part of the problem is due to lack of sympathy for the television industry because of the heralded profits made by the large stations in the big cities. These profits are extreme in the case of some of the larger stations, but it is not true in the case of the smaller telecasters in the more abundant smaller markets. Yet, it is the medium to small stations that are going to be forced out of business if cable television continues to develop unrestricted, as it is doing currently.

This means that two to three hundred local stations will become slave satellites to a few big city television broadcasters and there will be no "free" local news stations in these markets. While there will be local news available, if you are a subscriber to cable television, there will be no "free" local newscasts for non-subscribers, and there will be no local programming of any kind, including local newscasts, in the farm and country areas, since it is not a practical matter for cable vision to run a wire individually to farms, ranches and country houses.

For those who are not familiar with the principles on how cable television operates, a cable company is a parasite organization which uses the programming of others by picking up a signal of a distant

television station out of the air at no charge for the programming, and rebroadcasting it in other areas at a profit by wiring homes and charging a fee for the service.

Cable performs an important and necessary service in obscure small towns by broadcasting television signals into areas not receiving direct television programming.

However, the serious issue between the television stations and the cable companies is whether distant signals, such as those of Los Angeles, should be microwaved into markets where there are already existing local television stations.

In the beginning the FCC very carefully allocated channels all over the country so there would be no overlap. Ironically, today, they are proposing to superimpose the coverage of large market stations over the entire coverage areas of small stations which cannot stand the competition.

Justification for bringing in distant signals to distant markets, according to the FCC, is to provide the public with more programming. This premise ignores the fact that limitation in programming is not due, in most instances, to a shortage of television outlets, but due to a shortage of the supply of good programming itself available to the television industry. More channels merely means a rehash of the same programs.

Many people erroneously think that since the development of a large amount of radio competition has not put the first radio stations out of business, that this reasoning will also apply to television. This is not true in television because there is not the same loyalty to local television stations as there is to local radio. This is due to the fact that the audiences in television put the emphasis on programs, i.e. the Perry Mason program, while in radio the emphasis is on the station and its personalities as a whole, and not on individual programs. Therefore, the audiences of small

towns listen to their own local radio stations and ignore outside radio stations even though they receive them.

In television the Perry Mason fan does not care which television station he views the program, therefore, the local stations audience is going to be fractionalized by having to share its audience with the outside stations. Consequently, the local station's reduced audience will reach a point where it is not sufficient to generate enough revenue from its sponsors to augment the need to maintain the substantial cost of its operation.

Furthermore, radio was able to endure the intrusion of a considerable number of radio stations because by comparison to television, radio stations had a very little expense to operate.

"Free" television programming in America has been the finest in the world because of this country's highly developed competitive program system. The popularity of a station determines who gets to the sponsor's commercials. "Free" local television is the only way of providing local television programming to the farming and country areas. It is important that the public and the country's legislators be made to understand this.

The FCC is trying to devise ways and means "free" television and cablevision to compete alongside of each other. On examination of the comparative economic base of each, one can realize that it is obviously impractical for the Commission, or any other group, to properly work out in our competitive system, in particular, medium and small markets.

Cablevision in a city the size of Albuquerque, New Mexico, can microwave the programs of a Los Angeles station in for approximately \$1.00 hour airtime.

Figuring 18 hours per day, in a 30 day month, cable companies' direct cost for programming

The speech excerpted below was delivered by Moore at the winter meeting of the Colorado Broadcasters Association. The "tract" reprinted in full below was distributed at the meeting:

"Cable empires have been built . . . by selfishly motivated brokerage houses who have sung the praise about the future of wire and dividends to those who purchase pay cable stocks. Add to this the almost limitless lobbying budget of the NCTA—cable's sock-it-to-em parent organization whose tentacles reach into every national nook and cranny where a cable advantage can be had . . .

"Oh broadcasters . . . When do we learn that turning the other cheek only gets you inflamed cheeks? . . . When do we learn that . . . non-copyright payment by cable, importation of distant signals, leapfrogging . . . coddling

of cable at the expense of broadcasters and numerous other rule-makings—already adopted as official communications policy—are inexorably destroying America's free communications?

"When will . . . broadcasters learn that a major phase of NCTA's success has been a direct result of the 'divide and conquer' technique—which a Munich paper hanger made an international art among nations?

"How many television stations must wink out before broadcasters are convinced that the entire industry's future is at stake? . . .

"We as broadcasters . . . are too busy serving our little communities and trying to eke out an existence . . . the shoe black makes more! 35,000 cable connections serving an infinitesimally small percentage of the people—pardon me—subscribers—will take more to the bottom line cash flow than 66 AM and FM stations in the state of Colorado."

Editor's Note: Dale Moore is chairman of NAB's Future of Broadcasting Committee—NAB's "sock-it-to-em" anti-cable arm. He is slated to be one of the first panelists in the FCC's CATV hearings beginning March 11 (see story this issue).

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be only \$540.00 per month. A non-network television station's programming, in a city of this size, would cost, for the film alone, approximately \$37,500 per month.

The cable company's payroll per month, on the other hand, would run from between five to ten thousand dollars. The television station's monthly payroll would run close to \$35,000 per month.

It is apparent that since the cable company is a parasite company, obtaining its programs free, it is not feasible to expect the local station which has to pay for its programming to be able to stay in business in competition with it. Furthermore, the depreciation cost of a cable company is a fraction of the depreciation expense of a television station.

A serious situation that is causing the neglect of the small station's predicament is paragraphs 55-59 in the December 13, 1968, Notice of Proposed Rule Making by the FCC. In essence, the paragraphs signify an FCC concern for the small stations, but they indicate it is the FCC's intention to solve the large market problems first and to look into the small markets later. In the meanwhile, the small stations go out of business by becoming slave satellites of larger stations. Obviously, these situations will not be reinstated into their former local station status.

Please write to your Senators and Congressmen about this matter and send them a copy of this article.

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Leapfrogging . . .

(Continued from page 11)

network stations, the system had to choose carriage of an ABC affiliate in Birmingham, Ala., Greenwood-Greenville, Miss. or Memphis, Tenn. The FCC authorized carriage of the Memphis station WHBQ-TV, although that station is farthest from the system. The Commission pointed out evidence of a "community of interest" between Columbus and Memphis and also noted that no microwave facilities are available between Columbus and the two closer markets.

The Commission also granted a CP to Microwave Service Co. to transmit WHBQ-TV to Columbus.

Subscribers Talk to Computer On New York City Cable System

Sterling Manhattan's New York City system and Video Information Systems equipment have joined forces for a dramatic display of two-way CATV service.

From ten locations in Manhattan, Sterling subscribers can talk to a computer—and by year's end, Manhattan Cable president Charles Dolan expects some 500 subscriber sets will be two-way equipped.

In the experimental program—believed to be the first of its kind functioning in the industry—questions

are asked from the central location in Manhattan Cable's origination studios. The viewers answer the question by pressing one of four selector buttons on their converters. Besides identifying which terminals answered the question, the computer identifies which sets are not turned on or are on another channel.

According to Video Information Systems, the "future" for two-way is "now." The converter, say company spokesmen, is compatible with any bi-directional transmission system and the channel capacity is limited only by system capacity. "Video-12," says the company, "will give from 23 to 65,536 different subscriber response choices and/or requests per channel, direct from the subscriber to a central computer in real-time."

CATVers Active in Selling, Merging Cable Systems

Buying and selling of cable systems has been brisk recently with the finalization of one major merger and announcements of other MSO transactions.

According to Tele-Communications, Inc. president Bob Magness, the TCI-Centre Video merger has been completed. With Centre Video holdings, TCI moves into the top-five largest system operators in the U. S.

Communications Properties, Inc., Texas-based MSO, has announced that negotiations have been completed for CPI's purchase of the First Illinois Cable TV system serving Springfield, Ill.

Over \$1 million cash changed hands during the transaction, according to CPI officials. President Jack R. Crosby said the system has been installed in about one-third of the city and CPI plans to have it completed in 1972.

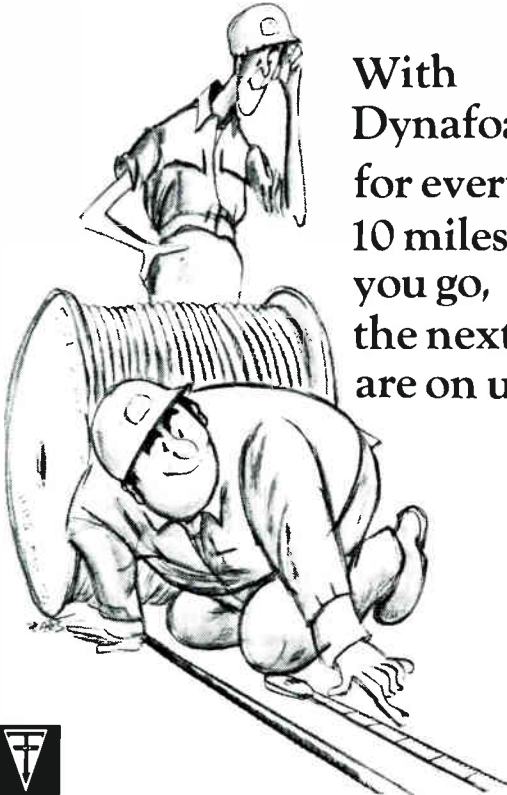
"We feel this system has excellent growth prospects and should very quickly become one of our largest systems," Crosby said. At present there are 3,400 subscribers and the potential is estimated at 35,000 homes.

The 12-channel system carries three UHF stations serving Springfield as well as St. Louis and Urbana ETV—and Crosby said he hopes for FCC relaxation which will allow carriage of independent programming from Chicago and St. Louis.

In another midwest system purchase, Dynasonics Corp. has agreed to buy Willmar Video Inc. and Minnesota Microwave Inc.—and plans to sell the microwave firm to American Television & Communications.

According to Dynasonics president Gerald R. Smith, an earlier similar agreement fell through when Dynasonics defaulted on the agreed-upon cash payment. The new purchase plan calls for the payment of a lower price consisting of a percentage in cash and the balance by the issuance of debt and equity securities. ATC will pay Dynasonics in cash for the microwave firm, said Smith.

Both agreements are subject to approval of the boards of directors of the firms involved as well as the FCC.



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Construction Summary

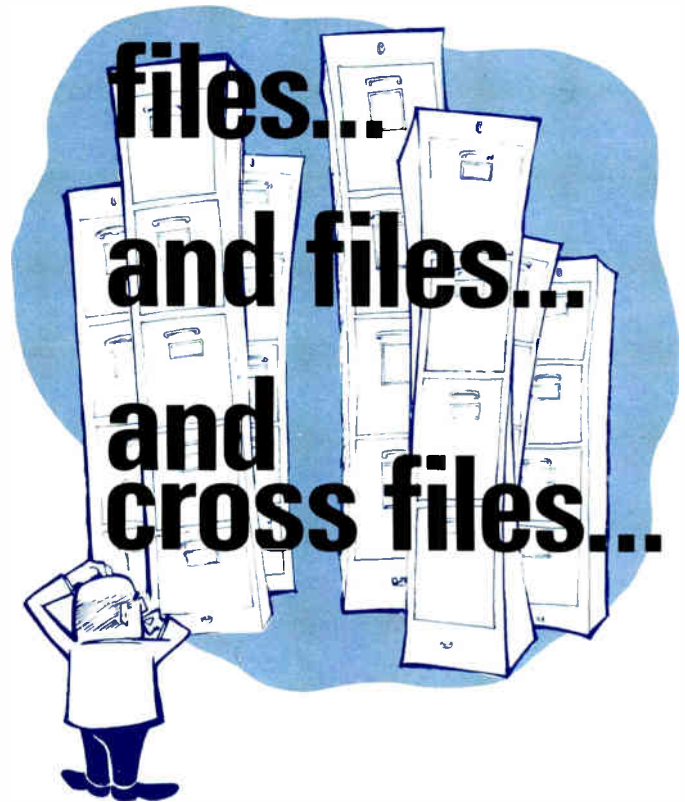
EAST. Jerrold will construct 80 miles of plant for Better Cable TV in Waterville and Winslow, Maine . . . A 70-hour-week cablecasting schedule is in the works for American Cablevision's Cambridge, Md. system; origination effort will be joint venture between new system and local radio station WCEM . . . According to company manager Cliff Fields, Eastern Shore CATV is replacing 5-channel with 20-channel gear as part of updating program for Ocean City, Md. system . . . The 208-mile Amherst, N. Y. system now under construction by Amherst Cablevision, will feature color origination; Cablevision president Alfred Anscombe has announced purchase of an RCA originating system which includes two studio cameras and three VTRs . . . Cable TV, Inc.'s 1971 plans include construction of system to serve Fishertown and Alum Bank, Pa. serving approximately 150 and 200 homes respectively . . . According to Centre Video and officials of Clarion, Pa., there have been no CATV applications filed for service to Clarion Borough; a CATV report that another firm was seeking a franchise there was in error, said the parties . . . WETV Cablevision 10, Shamokin, Pa., has initiated "Unique Cable Network" comprised of six area cable systems; first effort is replays of Eastern Professional Basketball League Game of the Week taped by Cablevision every Saturday night; Bristol Meyers is one of the advertisers supporting the program and CATV spokesman Dick Fenstermacher says systems are looking forward to doing more regional and local sports and converting local shows to regional video tape format.

MIDWEST. Cablecom General has added a second tower to improve reception on Ardmore, Okla. system . . . May 1 is still target date for Rice Lake, Wis. rebuild project; Jerrold is doing the construction work for Rice Lake Television; when the new all-band equipment is in, the city's 1800 subscribers will begin paying new rate of \$5 per month, up from the present \$4.

SOUTH. Camilla (Ga.) Cablevision Corp. has wiring under way in city . . . Cable service from Mid-Texas Communications Co. will be available in Harker Heights, Tex. this spring . . . Origination studios and offices are part of modernization plan for Tyler, Tex. system; LVO-owned system will also upgrade to 27-channel capacity; project, first proposed last fall, is expected to be well under way this month.

WEST. Midwest Cable Television has begun work on Haxtun, Colo. system . . . Clearview Cable has erected 100-foot tower and expects to turn on Port Orchard, Wash. system this month or next.

CANADA. Community Video, Red Deer, Alberta, is adding local origination to its cable offerings . . . Keeble Cable Television, Ltd. has signed a contract with Noram Communications for construction of Keeble's 250-mile Toronto, Ont. system; system will be the largest completely "operator-owned" in the country, according to company president G. F. Keeble, and is expected to be completed within a year.



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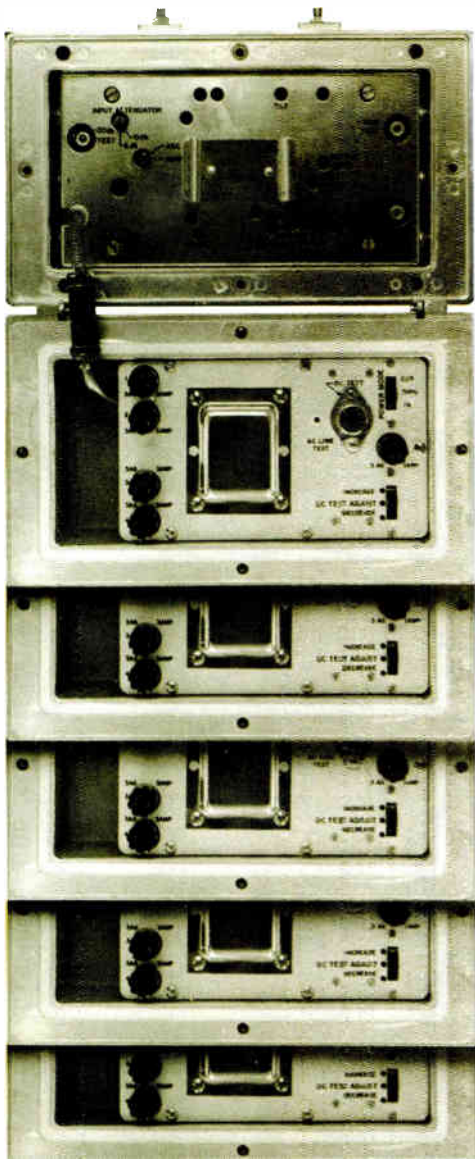
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Noise Figure, Max.	10 dB, Ch. 13	—	10 dB, Ch. 13**	10 dB, Ch. 13	12 dB, Ch. 13
Input Level (Typical)	+10 dBmV @ Ch. 13	—	+5 to +32 dBmV @ Ch. 13	+18 dBmV	+20 to +33 dBmV @ Ch. 13
Spacing (Typical)	22 dB @ Ch. 13	—	0 to 17 dB @ Ch. 13 from last preceding amplifier	14 dB of cable @ Ch. 13 plus 6 dB tap-loss (flat)	5 dB of cable @ Ch. 13 plus 7 dB tap-loss (flat)

*12 synchronously modulated channels, 5 dB block tilt, per NCTA standards. **Direct input, no directional coupler or equalizer. †Models PII-M, PII-AP and PII-AC have built-in bridger output tap, 10 dB down from trunk output level.



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Kodak Sets Record For Fiscal Results

Eastman Kodak Company, which supplies the cablecasting industry among many others, set new sales and net earnings highs in 1970, although operating earnings were lower than in 1979.

Louis K. Eilers, chairman, and Gerald B. Zornow, president, reported that consolidated sales worldwide for 1970 were \$2,784,643,000—1 percent higher than the \$2,747,180,000 recorded in 1969. Net earnings totaled \$403,661,000, or 1 percent above the 1969 figure of \$401,135,000. Per share earnings were \$2.50 for 1970, \$2.49 for 1969.

For the fourth quarter (the 16-week period ended Dec. 27, 1970), consolidated sales were \$856,635,000 compared with \$850,339,000 for the comparable quarter the preceding year. Net earnings amounted to \$124,393,000, 2 percent below the 1969 fourth quarter total of \$127,550,000. Per share earnings were \$.77 for the 1970 quarter; \$.79 for 1969.

Despite the records set for the year, Eilers and Zornow said, "For Kodak, 1970 was a year of marginal gains. The company felt the effects of business recession and the continuing pinch of inflation." Commenting generally on the immediate outlook for Kodak, the two executives concluded: "The company shares the prevailing view that 1971 will be a year of economic recovery in the United States and, further, that business conditions will be favorable in many other parts of the world."

Industry Stocks

Stock	Stock Exchange	This Week	Last Week	Approximate High	Low	Shares Outstanding
Amecco	AM	9 1/8	8 5/8	16	4	1,200,000
Amer. Elec. Labs	OTC	7 3/8	7 5/8	7 7/8	3	1,516,432
Amer. TV & Comm.	OTC	18 1/2	17 3/4	23	11 1/4	1,775,101
Anaconda	NY	20 1/2	20 7/8	24*	18 7/8*	21,891,634
Anixter Bros.	OTC	9 3/4	9 1/8	—	—	—
Burnup & Sims	OTC	31	28	33 5/8	10 3/4	585,054
Cable Info Systems	OTC*	3 1/2	3 1/2	5*	2 1/2*	981,000
Cablecom General	AM	13	12 7/8	23 7/8	7 3/8	2,394,661
Citizens Finance Corp.	AM	15 1/2	16	17 7/8	10 1/8	1,087,500
Cohu Electronics	AM	7 3/8	7 1/4	8*	7 1/4*	1,401,152
Comm. Properties	OTC*	8 3/8	8 1/2	9 1/2*	7 1/2*	1,823,191
Cox Cable Comm.	OTC	19 3/4	18	25 1/4	13	3,550,625
Cypress Comm.	OTC	7 3/4	7 1/4	19 1/4	7	1,887,626
Entron	AM	3 3/4	4	7 5/8	2 1/8	1,325,904
General Instruments	NY	20	20 7/8	30 7/8	11 1/2	6,026,000
Gulf + Western	NY	24 3/4	24 1/2	24	9 1/2	15,120,860
Kaufman & Broad Inc.	NY	50 3/4	49 7/8	52	22 3/4	5,880,222
LVO Corp.	NY	6 5/8	6 1/2	9 3/8	4	5,692,078
Magnavox	NY	40 1/8	41 3/8	42 3/8	37 5/8	16,861,863
Reeves Telec	AM	3 1/4	3 1/4	15 7/8	2	2,163,000
Scientific-Atlanta	AM	10	9	10	5	903,930
SKL (Spencer-Kennedy)	OTC*	2 5/8	2 5/8	6	2	590,690
Tele-Communications	OTC	16 5/8	13 3/4	17	8 3/8	2,884,657
TeleMation Inc.	OTC*	11 1/2	10 7/8	14 1/8*	8*	1,086,735
TelePrompTer Corp.	AM	66 3/4	60 3/8	133 1/2	46	3,193,022
TeleVision Comm.	OTC	10 7/8	8 5/8	20 1/2	6 1/4	2,850,000
Texscan	OTC	4 1/8	4 1/4	5*	3 5/8*	518,511
Viacom	NY	19 3/4	20 5/8	19 1/2	13 1/4	—
Vikoa	AM	11	10	27 1/2	6 1/8	2,313,000

AM = American Exchange; NY = New York Exchange; OTC = Over the Counter. The AM and NY listings are last Monday's closing prices. The OTC listings represent bids quoted by over-the-counter dealers as of mid-afternoon last Monday. The OTC* listings represent bid prices as of last Tuesday PM, supplied by the listed firm. The High/Low figures represent approximate highs and lows during the last twelve months (except those with an asterisk* are for calendar year 1971). The Shares Outstanding figures represent most recent quarterly report from the listed firm.

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Lipp Leaves Vikoa; Mattison Takes Over

Vikoa's vice president of sales, Allen Lipp, has resigned his position, according to a company announcement. Gerald H. Mattison has been named director of sales and marketing for CATV/communications products and will assume Lipp's responsibilities.

Lipp is the second top-level Vikoa drop-out in as many weeks. Official word of his leaving followed on the heels of the resignation of George Green, executive vice president.

Mattison was formerly with Fairchild Hiller Corp. and Litton Industries. He brings to his new position 17 years of communica-

tions experience and an MEE degree from New York University.

TVC Promotes Ferguson To Chief Engineer

Mac Ferguson, previously systems engineer for TeleVision Communications Corporation's Akron CableVision, has been promoted to chief engineer for the New York-based MSO.

Ferguson will continue to headquarter in Akron, Ohio, where he was responsible for the engineering of the country's largest cable system now under construction there. His responsibilities will now extend to engineering design and supervision of all TVC systems.

In making the announcement of Ferguson's appointment, vice president Joel P. Smith said, "TVC is fortunate to have the services of Mr. Ferguson in the vital area of engineering. A veteran of more than 20 years in the CATV industry, he is considered one of the industry's foremost engineers." His expertise, said Smith, will be invaluable as TVC continues to move into "the big-city markets."

Before joining TVC, Ferguson was vice president of Athena Communications Corp., Gulf & Western's CATV subsidiary. Previously he served as vice president of Philadelphia CATV; manager of the CATV Department of Philco Ford's TechRep Division; and chief engineer of Jerrold's CATV Operations Division.

Williams Moves Up In Trans-Video Corp.

Donald O. Williams has been promoted to vice president and general manager of Trans-Video Corp. according to the parent



Mr. Mattison



Mr. Ferguson

company, Cox Cable Communications, Inc.

Williams has been with Trans-Video, which is the San Diego-based operating division of Cox, since 1966 and was most recently assistant secretary-treasurer and business manager.

Moving up to fill the secretary-treasurer slot is Gary A. Hokenson who began his CATV career as an installer for Mission Cable TV in San Diego. He was at one time manager of the company's Bakersfield system and more recently has been serving as Trans-Video's system operations manager.

A third executive-level appointment was also announced, that of S. John Martin, Jr. as controller-business manager. Martin joined Trans-Video in December, 1970. He is a 1968 graduate of San Diego State College and was formerly controller of Fairchild Semiconductor Company.

General Television Names Top Officials

General Television, Inc., cable MSO operating in Delaware and Maryland, has elected a new board chairman and a new president.

Jay Phillips, who has been a director and shareholder of GTI since 1965, is the new chairman. He and his brother Morton B. Phillips, who is also a director of the firm, became interested in CATV because "of the great

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potential for growth and new applications for cable television as a practical communications vehicle," said Phillips. He is chairman of the board of Ed. Phillips & Sons, Co., Minneapolis.

James B. Goetz, a former lieutenant governor of Minnesota, was tapped for the presidency of GTI. Goetz, a former broadcaster, has been president of Gem Radio in Winona, Minn., president and co-owner of KAGE Radio, Inc. in Winona and a vice president and director of the Minnesota Broadcasters Association. He served as the Minnesota lieutenant governor from 1966 to 1970.

Personalities on the Move

Donald L. Brownley has been named assistant art director for Barash Advertising, Inc. serving many CATV clients... Conrac Corp. has elected Milton Sanders a vice president; Sanders joined Conrac in April, 1970 and was appointed Information Group Manager in July of last year.

Donald J. Phillips, recently named general manager of MSO Nation Wide Cablevision, Inc., has announced the appointment of four new system managers: Ken Knoche in Skagit, Wash.; Mike Kelly in Morgan Hill, Calif.; Tom Sonsini in San Carlos, Calif.; and Carl Rodney in Grass Valley, Calif.; Lawrence J. Carleton has been given wider responsibilities for Nation Wide's northern West Coast systems and Tom LaFourcade will manage the Southern California systems operations.

Parker Affiliated Companies has named Robert L. Larson vice president in charge of operations of Parker Cablevision... David Baco is new cablecast announcer for Amherst Cablevision, Amherst, New York.

Robert O. Smeland has been appointed manager of sales promotion and customer training at GTE Lenkurt, Inc... AEL has named Patrick A. Bartol as Northern U. S. regional CATV engineer.

CATV/classifieds

Rate for classifieds is 25 cents per word for advertising obviously of a non-commercial nature. Add \$1.00 for Box Number and reply service, per issue. Advance payment is required; minimum order is \$10.00. Deadline for all classifieds is two weeks before publication.

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This new book entitled "Introduction to CATV" is available at \$9.95 per copy. Marked down from its original price of \$14.95 to \$9.95, this book is designed to give a complete picture of the total CATV industry to the non-technical person. Write today for your copy and send your check or money order to:

National Cable Television Institute
3022 Northwest Expressway, Suite 305
Oklahoma City, Oklahoma 73112

CHARLES "CHUCK" JOHNSON



There are some ten million black citizens in the U.S. . . . yet there is only a handful of radio stations owned and operated by blacks . . . and there are *no* broadcast television stations owned and operated by blacks. While the FCC and special seminars for blacks "discuss" ways for minorities to get into the electronic media, Charles "Chuck" Johnson is doing something!

Chuck is the only black who owns and operates a television "station." He comes from a background of fifteen years in radio and television. He has managed five radio stations and has produced numerous local black TV programs and TV specials. In 1968 the California State Legislature recognized him with a Special Achievement Commendation for being a leading force in Negro progress in San Diego. Johnson is also the winner of the San Diego 200th Anniversary Award for Outstanding Community Leadership in Radio and Television (1969).

The Johnson-formed Black Video Syndication Network has been slow to get off the ground (a video taped network of all-black entertainment and cultural programming). However, one of his programs, "Soul Time U.S.A." is currently being marketed nationwide to TV stations by Time-Life Films.

Last year Chuck formed Johnson Communications Company as a division of BVS, and entered into an agreement with Mission Cable TV, Inc., the cable system that serves about 40,000 homes in the San Diego area. He leased channel seven (for a percent of his earnings) and began to program the channel as a television "station" beginning October 5, 1970.

Channel seven is "on the air" from 7:30 p.m. to 10:30 p.m., seven days a week. Chuck has experimented with a wide variety of programming content and origination equipment. All programming is done on video tape and taken to the cable system for cablecasting. Two months after Johnson began originating on channel seven, the cable system began its own origination on channel nine. Both also sell and carry local advertising.

After much experimentation on programming, Johnson observes, "You have to decide between commercial and non-commercial programming . . . If you want to realize a profit, you must go in with the commercial attitude or you'll run into some serious problems. People (black or white) will not sit through a daily diet consisting solely of community problem discussions, talk, culture and soapbox shows . . . the secret is entertainment." The majority of channel seven's audience is white, blue-collar, middle-class. So that is the group Johnson programs to. He reports he is now operating on a break-even basis.

Johnson, who sees his channel seven as a test operation, hopes to help other black and non-black entrepreneurs with cable TV local originations. City councilmen from several communities have invited Chuck Johnson to counsel them on CATV-minority group relations . . . and he has the practical experience from which to speak.

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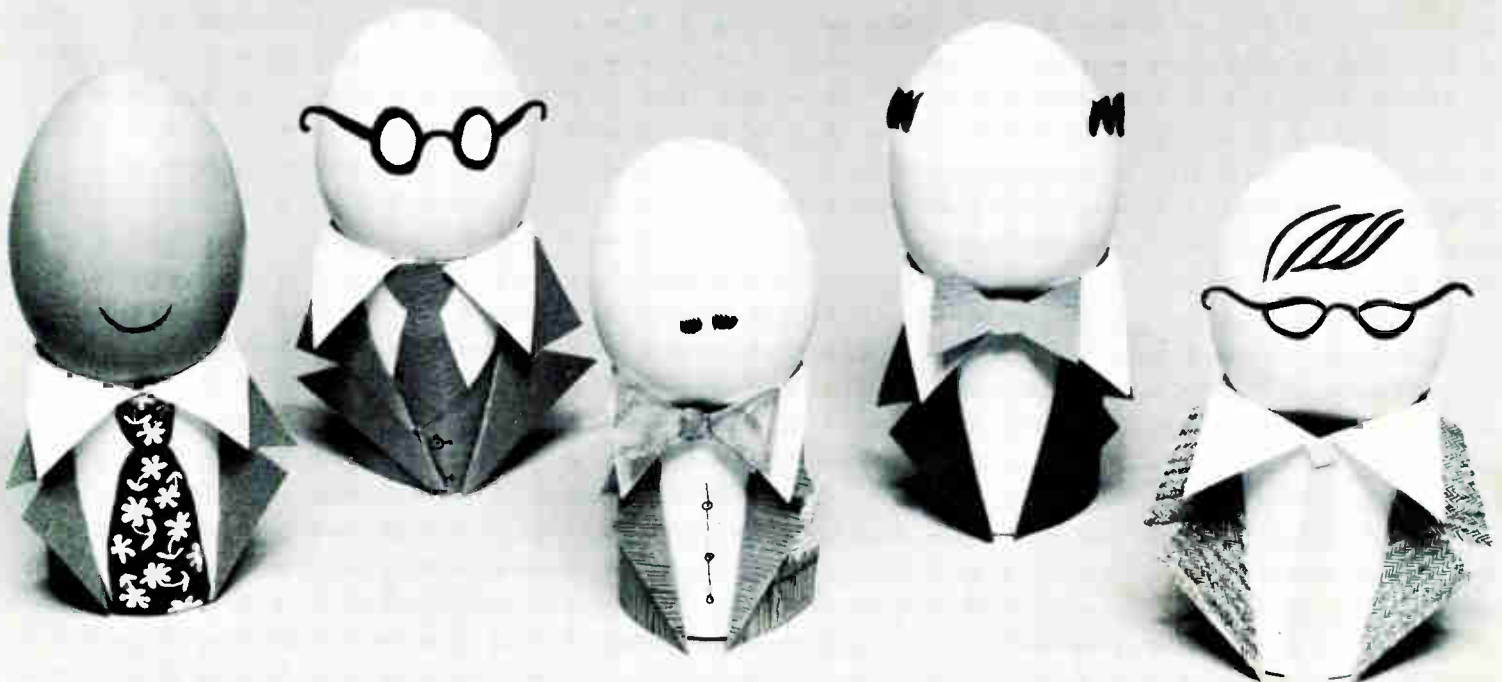
- 1953 Messenger Mounting
- 1953 Cable Powering
- 1954 Pilot controlled automatic level control system
- 1965 Use of integrated circuits
- 1966 High output solid state equipment
- 1968 Use of modulated pilots
- 1969 Use of heat fins on castings
- 1970 UHF Converter with crystal oven and Schottky mixer

Not bad for a bunch of eggheads!

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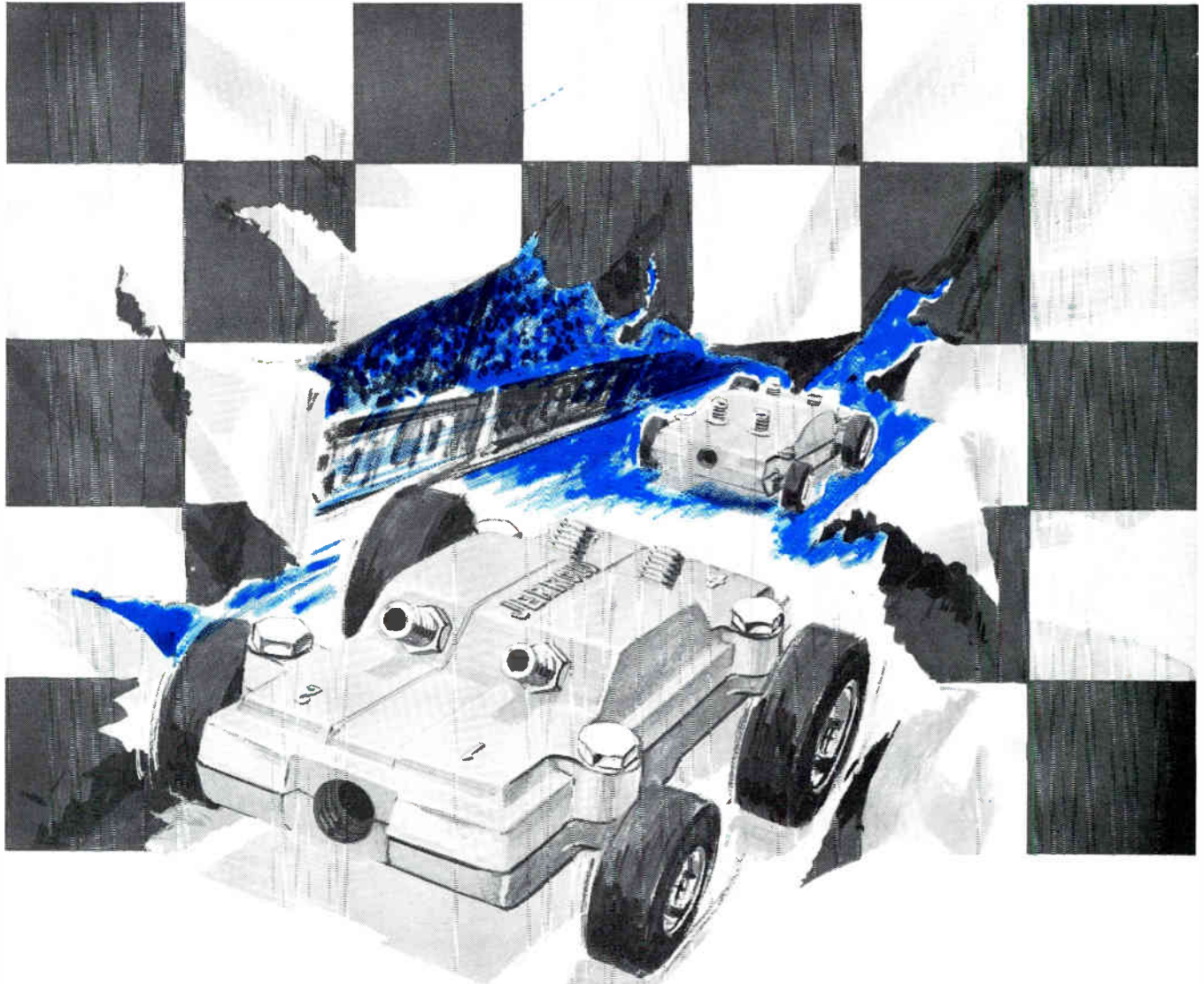
CATV

Newsweekly of Cable Television



May 4, 1970

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NCTA Files U. S. District Court Suit Against FCC for Withholding Info

NCTA says Commission has violated the Freedom of Information Act for refusing to make available background information on CATV fees. Claims information it requested is within its rights to request.

NCTA last Friday, May 1, filed suit against the FCC in the U.S. District Court in Washington, charging the Commission with violating the Federal Freedom of Information Act by refusing to make available to NCTA all the background papers used in arriving at the Commission's new schedule of fees for communicators.

The Freedom of Information Act requires the federal government to make all its records available at the request of the public. There are some exceptions, including confidential business information.

Within Its Rights

NCTA claimed in its court suit, however, that all the information it requested is clearly within its rights to demand.

The FCC set up its new schedule of rates on the stated theory that regulated industries should pay for the operation of the Commission, and it allotted charges to various aspects of the communications field, such as CATV, according to direct and indirect costs of regulation, plus value to the industry. NCTA maintains that no value to the industry has been shown and that no documents could be produced to show any value.

NCTA asked the court to permanently enjoin the FCC from withholding agency records that the law states should be available for public inspection and to temporarily enjoin the FCC from any further action on fees until

the court settles the suit. NCTA also asked the court to direct the FCC to extend time for written comments for 60 days after NCTA inspects the agency's records and declare invalid any part of the FCC rules and regulations inconsistent with the Public Information Act.

Consistently Repressed

Donald V. Taverner, president, commented that the CATV industry has tried all recourses with the FCC in this matter. "The Commission has consistently repressed records detailing how they arrived at the proposed fees and charges. Thus far, we see little 'value to the recipient' in the privileges granted the CATV industry."

General Telco Halted In Manatee Co., Florida

General Telephone System Companies last week were ordered to cease and desist within 30 days of further construction operations of CATV distribution facilities in the city of Bradenton, Florida, and other areas of Florida's Manatee County.

The general systems, General Telephone & Electronics Corp., GT&E Communications, Inc. and General Telephone of Florida—have been involved in a long-standing dispute with Manatee Cablevision, Inc., a competing CATV operator in that area. The General Systems' cable operations

are charged with anti-competitive CATV actions in Manatee County by Manatee Cablevision. The general systems, in turn, charge Manatee Cablevision with constructing new facilities while the proceeding is pending.

The FCC last week, however, noted that it has concluded that general systems took advantage of their "monopoly position as communications common-carrier.

TPT, H&B Set Meetings For Merger Approval

TelePrompTer Corp. and H&B American Cablevision have both set stockholder meetings—both in New York City—for May 21. The meetings are to approve their merger.

After clearances from the SEC and since the firms have heard no opposition from the FCC, the companies both recently sent out proxies to their stockholders.

Upon stockholder approval, TPT and H&B hope to be merged sometime in June or July.

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Four Bills Race Against the Clock Before Rhode Island Legislature

Slow death seen for two bills, but remaining two see action in hearing. Ownership restrictions may fall abruptly on R.I. media. Sisson hopes for passage of S.590.

The Rhode Island legislature at CATV presstime was close to locking up this year's session—and at the time, four CATV bills were still in committee. Two of the bills were already dying a slow death and the other two last week were undergoing study and discussion.

No Chance of Passage

A bill introduced by Representative Thibaudeau asking for repeal of the bill passed last year asserting PUC jurisdiction over CATV had not been given any chance of passage. The bill has been more or less in the shuffle to close up the legislative session.

Another bill calling for grandfathering systems built or in operation before May 16, 1969, was also dying last week. The bill, introduced by Representative Baronian, called for CATV systems to get automatic certification and not have to apply to the Public Utility Commission for certification to operate.

Others Still Alive

The two other bills—very much alive—were discussed last week in a hearing called by Senator James L. Taft. Bill H.2141 proposes prohibition of radio, TV and newspapers (daily or weekly) from having controlling interest in CATV system. The bill would affect any controlling ownership, not just same market ownership. The bill is said to have been introduced especially against the Providence Journal which owns the state's only CATV system, Westerly Cable Television Inc.

The other bill to have been discussed in hearing, S.590, would enable CATV systems to erect distribution facilities without having to go through the General Assembly (both houses) for permission to erect cable poles and wire. At present, leaseback

operations are the only type systems which the PUC can automatically authorize.

The legislative hearing time was mainly taken up with testimony objecting to the CATV ownership bill. Representative of the weekly and small daily newspapers, Roz Bosworth said that eventually newspapers would have to take advantage of the technology of CATV in distribution and that banning of ownership was an "abridgment of freedom of the press."

Sponsor Stands Alone

Other witnesses included president of the Rhode Island Broadcasters Association, Robert Crohan, who objected to the bill, and representatives of the Providence Journal and Westerly Cable Television who objected strenuously. The only favorable testimony for the bill came from its sponsor, Representative Miller.

S.590 was not mentioned at the hearing, but George Sisson,

Westerly Cable Television, who is the newly elected president of the New England CATV Association, said that nevertheless it still had a chance for passage.

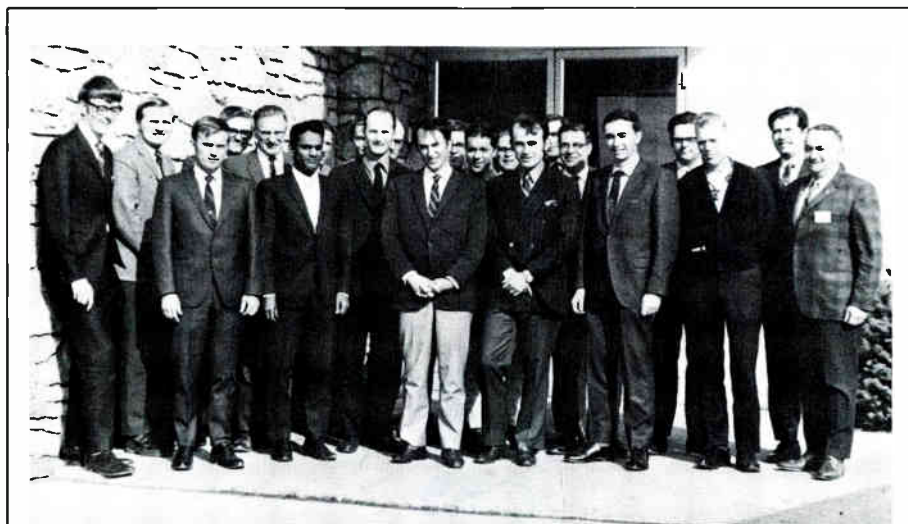
Sisson had hopes that the ownership bill would fail, and he said chances for its failure were good—especially in light of the testimony at the legislative hearing.

Calif. Solons To Study Handfull of CATV Bills

Of the three bills—affecting CATV—that have been introduced recently into the California legislature (*CATV*, April 13, 1970), two are unfavorable and the other calls for uniform gross receipts taxes on CATV systems.

The more stringent of the two unfavorable bills has been introduced by Senator George Danielson (last year's chairman of the California Senate Committee on Public Utilities and Corporations). The Senate Committee on Public Utilities and Corporations has been assigned the task of studying the bill and has set a hearing for May 12.

Danielson's bill upon introduction was similar to the bill he introduced last year. It calls for extension of the jurisdiction of the Public Utilities Commission to



Attendees of Cascade Electronic's recent technical school in Calgary, Alberta, gather after the meeting. Seen above are some of the twenty-five attendees. Included are seven engineers from the Alberta Government Telephone Co., two captains from the Canadian Armed Forces Base at Cold Lake, Alberta, one captain from the Canadian Armed Forces Base at Shilo, Manitoba, two engineers from the Dept. of Communications University of Alberta and CATV system engineers from B.C., Alberta, Saskatchewan, and Manitoba.

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include CATV, but the grapevine in Sacramento indicates that the bill is presently undergoing extensive revision.

The bill in its final form is expected to be printed and released only three days prior to the Senate committee's hearing—so the California Community Television Association will be scrambling to study all the sections of the bill before the hearing.

An interesting adjunct to the committee's hearing is the spring meeting of the CCTA which will be held May 10-12 in the Senator Hotel right across the street from the state capitol. The association plans to adjourn in force to the hearing on Danielson's bill to lend a hand to kill the bill.

The favorable CATV bill has been introduced by Assemblyman Larry Townsend. The bill would require uniformity throughout the state in the matter of limiting franchise fees charged by cities and counties to five percent. The legislature had previously passed legislation in this regard, but some cities had been attempting to bypass the law because of their status as a "charter city." The new bill would strengthen the language of the bill to include all the cities—including charter cities.

The final bill, which was introduced by Senator McCarthy from Marin County, is speculated to call for the reestablishment of CATV franchise bidding in California. Two years ago the legislature had outlawed bidding, but the new bill as looked upon by California cablemen would open up the section of the act which originally killed the practice of franchise bidding.

Indiana CATV System Hosts 'Earth Week'

To some it was "Earth Day"—to Columbus Communications Corp. it was "Earth Week." Bob Ruesch, director of programming for the Cox cable system in Columbus, Indiana, with cooperation from boss John Gwin, gave subscribers and fellow CATVers an impressive demonstration of

how cablecasting can give local significance to a national event.

A combination of live and filmed programming brought home to Columbus viewers how earth, air and water pollution are affecting their environment. According to Ruesch, high points of the week's schedule were two programs produced by the local high schools. Working a month in advance with the students, the "T.V. Seven" CATV team ironed out most of the production problems. The scripts, however, were the entire responsibility of the students.

General Telco Objects To FCC Ownership Rule

General Telephone Company of the Southwest last week filed a petition for review in the U.S. Court of Appeals in New Orleans objecting to the FCC order forbidding telco ownership of CATV systems in the telco service area.

The Commission rule forbidding ownership of the systems became effective May 1. Telcos under that rule are forbidden to take ownership of new systems and they are given four years to divest themselves of ownership of cable systems in their service area.

CATV Attendance Soars For NCTA Software Show

Three hundred cablemen—over twice the number expected—descended on Chicago's Palmer House last week for NCTA's special seminar on cablecasting software. On Thursday, operators from all across the country gave ear to descriptions of over 20 software packages. The day was capped by a banquet speech by Clay T. Whitehead, special assistant to President Nixon.

Operators spent the entire day Friday visiting the exhibits of the twenty-four suppliers showing their wares, and getting details regarding software availabilities.

Software packages now available or fresh off the drawing boards range from automatic news

programming to old TV re-runs to sophisticated and professional entertainment programming produced especially for CATV. In addition to many new companies formally moving into the CATV supply business, representatives from firms such as 20th Century Fox, MGM, United Artists and Screen Gems could be seen taking a behind-the-scenes look at the cable and the programming being marketed.

The overall atmosphere of the meeting was bullish although there were some reservations. While software suppliers repeatedly referred to the vast advertising potential available through cablecasting and canned programming, cablemen were not so quick to think measureless easy dollars were lying around waiting to be picked up. Also, some cable operators expressed concern that CATV might be seen as a dumping ground for low-quality, inexpensive programming. One thing is sure, however—CATV is coming of age as a program industry.

NAB Asks for Exception In Small System Rule

The NAB Cable Television Subcommittee last week unanimously agreed to request that the Senate Copyright Bill exempt from copyright payment only those CATV systems with 2,000 or less subscribers.

But even this bone thrown to the CATV industry by the NAB had a string on it. The subcommittee said that the small system exemption shouldn't apply if system ownership has multiple system ownership totaling more than 10,000 subscribers.

OUR COVER

Participating at a round table discussion arranged by *TV Communications* Editor B. Milton Bryan are (left to right) Mark Webber, Jerrold; Xenny Mitchell, Ottawa TV Cable; J. T. Hoey, Chillicothe, Ohio, Telecom, Inc.; and Barry Stigers, Athena Communications.

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Cablecast, Law Talks Top PCATA Schedule

Presentations on federal and state regulation of CATV, cablecasting and technical sessions will headline the spring meeting of the Pennsylvania Community Antenna Television Association set for this week at the Host Farm in Lancaster, Pa.

A keynote of the association's meeting will be the President's Reception and Banquet featuring master of ceremonies Frank Nowaczek of Blackburn & Associates; Past President's Recognition, John Rigas, PCATA president; and a message from Donald V. Taverner, NCTA President.

Washington, D.C. attorney will lead off Wednesday's list of sessions on state and federal regulation of CATV. Smith will speak on "Recent Developments in Utility Pole Practices."

"CATV in Washington—The Worst of all Possible Worlds," a presentation by Lewis I. Cohen, Washington D.C. attorney, will follow Smith's presentation. Cohen, after his presentation, will field questions from association members.

Also participating in Wednesday's sessions are Ralph M. Fratkin, CPA who will speak on "Public Utility Regulation" and George J. Barco, Pennsylvania attorney who will talk about "Pennsylvania CATV Legislation."

Wednesday's cablecasting sessions will feature: Gary Dent, PCATA, moderator; Dr. Norwood L. Simmons, Eastman Kodak; John Kepler, Kepler TV; John Kuller, K and S TV Systems; Jay Silver, Documentary Broadcasting, Inc.; and David Berner, TV Host.

Technical sessions Thursday feature Milton Schmidt, PCATA, moderator and begin with Norman Penwell of NCTA who will speak on standardization for CATV. Walter Wydrow, consulting engineer, will make a presentation on "Multiple Channel Systems and Other Services."

Paul Mattern, CAS Manufacturing, will speak on the state of the art head-end techniques for multiple channels and origination.

"Uses of the TDR in Underground Maintenance" will be the topic of a technical presentation by Dennis Sponseller of Hewlett Packard Co. Anchorman in the technical sessions will be Arie Landrum of Berkey Colortran who will talk on lighting for CATV originations.

Ohio Bell May Sell CATV Plant FCC Says

Rumors are rolling around the FCC's Common Carrier Bureau that Ohio Bell Telephone Company plans a monetary move out of CATV.

The rumors say the Ohio Bell will soon file with the bureau to almost double its CATV leaseback rates—an effort on their part to sell out of CATV.

Such an increase in rates would force CATV system operators to buy the plant they have been leasing from the telco.

NY Association Meeting Emphasizes 'How To' Info

Local origination, cable piracy, the Washington scene, sales and advertising were among the key subjects covered in special panels and workshops during the New York State Cable Television Association spring meeting, May 1 and 2 at The Treadway Inn in Binghamton.

Michael B. Monahan, general manager of Auburn Cablevision, who co-ordinated the meeting, indicated that he and his committee placed special emphasis on sessions that gave cable operators "how to" information rather than theory.

Another keynote of the NYSCTA meeting was the luncheon speech on Saturday by NCTA's new President, Donald V. Taverner.

Among the industry personalities appearing as speakers on the NYSCTA program during the 2-day meeting were Matthew Lysek, Craftsman; Anthony Cerrache, Ithaca; Donald Guthrie, Time-Life; Harry Levin, Ilion; Morton Berfield, Cohen & Ber-

field; Edward Shafer, Washington, D.C. consultant; Sandy Freeman, TelePrompTer; Bob Sheid, CATV Marketing; and Mimi Barash, Barash Advertising.

Association President W. Beardsley Van Etten said that the association has the largest turnout in the history of the group.

FCC Meeting May Include CATV Tech Standards

The FCC will discuss all aspects of CATV at its May 14-15 meeting (see *CATV Magazine*, April 27), and prospects now are that technical standards for cable may emerge from the Commission at about that time.

Furthermore, both multiple ownership and cross-ownership of CATV systems will be pondered and possibly acted on. Strict new rules were almost adopted when the Commission, a couple of months ago, got even tougher than before on broadcast ownership, and cable may be next.



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Taxation Without Representation

While we sympathize with the FCC's problems in getting any kind of reasonable budget pushed through Congress . . . and while we agree that reasonable fees paid for the Commission's work are in order . . . we can't avoid a sneaking hunch that CATV, the "new kid on the block," is being asked to pick up more than its fair share of the tab.

NCTA and quite a few private parties in the industry share the hunch, as witness the filings at the Commission. It's the 30 cents-per-subscriber charge levied on cable systems that gets under our skin. Some of the industry's brightest attorneys say that such a charge is a "tax"—not a "fee"—and point out that, while the FCC's powers may be broad, they don't yet include the power to tax.

Legally, a fee is defined as a charge to cover expenses of a service. But the Commission has not shown any correlation between its CATV-related services and the number of subscribers served by the individual systems.

Indeed, many systems which would have to pay out a healthy chunk of money under the proposed fee schedule may never even appear before the FCC.

Maybe feelings wouldn't run so high if cablemen didn't feel they were being asked to support a system which offers them nothing in the way of protection—which, in fact, protects the broadcasting establishment at the expense of cable television. As it is, the FCC would be wise to either explain the charge or drop it entirely.

How High Is Too High?

In these days of rising costs and tightening money, CATV operators can take some dim hope for the future from the recent Ohio court rulings which outlawed franchise fees in Sandusky and Fremont.

The court there said that *some* sort of business operating "fee" to

Robert A. Searle
Editor



the city would be in order . . . but that the fee must bear a reasonable relation to the city's administrative expenses in regard to the cable system. (FCC please note!)

Some of the blame for excessive franchise fees can certainly be laid on the doorstep of the cable television industry. In the face of such irresponsible bidding as that in Albuquerque, city governments quite naturally see CATV as a gold mine. But the Ohio court wasn't passing judgment on an outrageous fee . . . in fact, the 3% charge at issue would seem quite reasonable to most operators today. The court, in effect, said *all* fees are outrageous if they exceed the city's cost in having the business there. Welcome words indeed!

5 YEARS AGO THIS WEEK

● U.S. Representative Oren D. Harris (D-Ark.) introduced Bill 7715, dealing "with the role of community antenna television systems in relation to television broadcasting." Unhappy with the FCC's approach to CATV regulation, Harris said, "The Commission has adopted a course of action . . . not in the best interest of the future of television in the United States."

● FCC Commissioners Lee Loewinger and Robert Bartley dis-

sent to the Commission's CATV/Microwave Report and Order and Notice of Inquiry for overall CATV rules. Said Loewinger: "In the face of statutory language, the Commission's own precedents, the prior statements of the Commission . . . it seems to me to be presumptuous for the Commission now to assert jurisdiction (over CATV) which it has previously explicitly disclaimed." FCC Chairman E. William Henry, however, staunchly defended the Commission's notice of proposed rule-making—even against the contrary findings of FCC-hired expert Dr. Martin Seiden.

● The National Community Antenna Television Association of

Canada held its Sixth Western Convention in Penticton, British Columbia. Co-chairman R. Pat Brown and Lloyd Cantrell put together a program featuring national association officers Fred Metcalf and Ken Easton as guest speakers.

● New Jersey operators formed their first state association and elected J. Phil Franklin president, Frank Scarpa vice president, Pete Luchin secretary-treasurer.

● Robert H. (Hank) Symons was transferred from manager's position in the Liberal, Kansas cable system to TelePrompTer's main offices in New York. His new position, director of budgets.

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CATV MEETINGS

MAY

5-7—Pennsylvania Community Antenna Television Association spring meeting. Host Farm, Lancaster, Pa.

10-13—Illinois-Indiana Cable Television Association Convention. Hotel St. Nicholas, Springfield, Ill. For further information contact Al Stelk, P.O. Box 871, Kankakee, Ill.

10-12—California Community Television Association spring meeting. Senator Hotel, Sacramento, California.

11-14—Canadian Cable Television Association 1970 Convention. Hotel Vancouver, Vancouver, British Columbia. For further information contact Paul Tree, 1010 St. Catherine St. West, Suite 1004, Montreal 100, Canada, (514) 861-4367.

12-14—NCTA Board of Directors Meeting. Hotel Sonesta, Key Biscayne Florida.

CATV—May 4, 1970

ON CAPITOL HILL

FCC Caught in Capitol Hill Crunch

CATV Washington Bureau—One thing that all the rival factions of America's gigantic communications industry can agree on is that the new fees proposed by the FCC are, not to mix a metaphor, too high and hit below the belt. The mounds of critical filings that have poured into the Commission normally would be enough to make even the staunchest bureaucrat quake. But the FCC isn't really the chief opponent that communicators face in the battle. That role is reserved for Capitol Hill.

Ridiculously Low

The Commission has had as its chief gripe for a number of years the reality that its budget is ridiculously low—less than \$20,000,000 annually until recently. Every year, the same process would be repeated. The Commission, under the direction of the Chairman, would draw up and approve a budget, after attempting to pare all non-essentials. Even in this initially ideal form, the proposed budget would be too small to accomplish the duties of the FCC, at least in the opinion of many close observers of the Commission. Following normal government channels, the FCC would ship its dollars-and-cents proposals to the Bureau of the Budget, a White House arm that coordinates the preparation of the entire federal budget every year. Traditionally, the Budget Bureau trims the FCC's recommendations, and as loyal members of the federal structure, the Commissioners try not to cry. The reduced figure is sent to Congress for approval.

There, however, the recommended figure is always sliced further by the House, the Senate boosts it somewhat, though not back to the White House projec-

tion, and a final compromise is made to arrive at the ultimate FCC budget. Obviously, if the initial Commission budget request is kept at a minimum with any attempt at good faith, the eventual figures ground out by the government mill are far too skimpy for effective regulation.

In the course of slicing the FCC's budget, Congress has also pushed very hard for the FCC to begin to pay its own way. Until just a few years ago, the FCC charged no filing fees at all. Budget-conscious Congressmen kept asking why the Commission didn't make the users of the nation's communications systems pay for the privileges they enjoy. The FCC wants a budget of almost \$25,000,000 for the fiscal year that begins July 1. And it has a chance of reaching about that level if it begins its new schedule of fees and annual charges. All industry charges, said the FCC, were based on proportionate payment for Commission regulatory expenses.

NCTA Fights Fees

NCTA, therefore, in its latest action, was wise to attack not the philosophy of fee charges, but the CATV portion of them planned by the FCC. Too many legislators on Capitol Hill might get grumpy if NCTA pushed an argument that the cable industry should be charged nothing at all. Cable fees, including an annual payment of thirty cents per subscriber, are pro-rated by the Commission as using up \$1,145,000 of the FCC's budget, and NCTA computes the figure—after having been denied Commission background data—at about \$809,000. NCTA said the charges planned are "neither uniform, fair, nor equitable when compared with those imposed on other industries."

Maine Firm Plans \$1 Million Program

Paul M. Hancock, president of Cable Vision, Inc., has announced a \$1 million, 3-year construction program for the CATV systems serving Lewiston and Auburn, Maine. At present, 22 miles of plant pass 6,500 homes. In three years, 140 miles of plant will be built, reaching more than 22,000 homes in the two cities.

Hancock's plans include local origination in color as well as black and white with programming directed toward various ethnic and age groups in the community. Local live and film programming is scheduled.

Two color cameras, projectors and related studio equipment have already been planned. Initially it is planned to fill 12 channels with local origination. For example, it is possible, TM officials pointed out, to program a single show with audio in both French and English.

In addition, HTV Systems' two-way capability amplifiers will be installed in the system, making the Lewiston-Auburn complex the largest two-way system in the U.S., according to Hancock.

tific-Atlanta for equipment to build systems in Volusia County and Haines City, Florida.

In addition to building two towers, complete head-end operations will be also be constructed as part of the contracts, according to Vernon Gill, TM president. These will be the first two systems turned on in Florida by TM.

The facility to be provided by Scientific-Atlanta will include the tower, the antennas and a head-end capable of being expanded for a proposed microwave system.

On hand for the contract signing in DeLand, Fla., were Scientific-Atlanta officials, executive vice-president Jack Kelly, marketing manager Richard Walters, southeastern sales representative Benton Forrester and engineers Blair Weston and Ken Leddick. Representing TM were president Vernon Gill, marketing vice

TM Signs Contract For Two Florida Systems

TM Communications Co., MSO subsidiary of Times Mirror with cable interests in Florida, California and New York, has signed an \$84,000 contract with Scien-

meetings

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Construction Summary

EAST. Cable Vision, Inc. plans \$1 million construction program for 140-mile system to serve Auburn and Lewiston, Maine... Installation of Jefferson Cablevision's 12 video channel system for Adams and Adams Center, N.Y. under way... WHJB Cable Vision constructing 44 miles additional plant to 300-mile system serving Greensburg, Pa... Construction completed on 160-foot tower for Meadville (Pa.) Master Antenna to replace previous 90-foot tower... Video Link Cable Service plans to have Point Marion, Pa. system operational by fall.

MIDWEST. Hartford City (Ind.) Cable TV hook-ups under way... Wheeling Antenna Co. construction begun in St. Clairsville and Richland Township, Ohio... Transwestern Video, Inc. adds NET Channel 11 to

five video channel Poteau, Okla. system.

SOUTH. TM Communications Co. awards contracts to Scientific-Atlanta, Inc. for construction of towers and head-ends for Haines City and Volusia County, Fla. systems... Hopkinsville (Tenn.) Cable TV's franchise fee has been increased to two percent of its gross receipts from a previous one percent... Jackson County CATV System, Inc. construction under way in Ravenswood, W.Va.

WEST. Cable-Com General grand opening of 12 video channel system in Albany, Calif. held... Sunnyvale, Calif. Cable Television hook-ups of 24-channel system under way... Sweet Home (Ore.) TV Cable Co. adds Channel 3, Salem.

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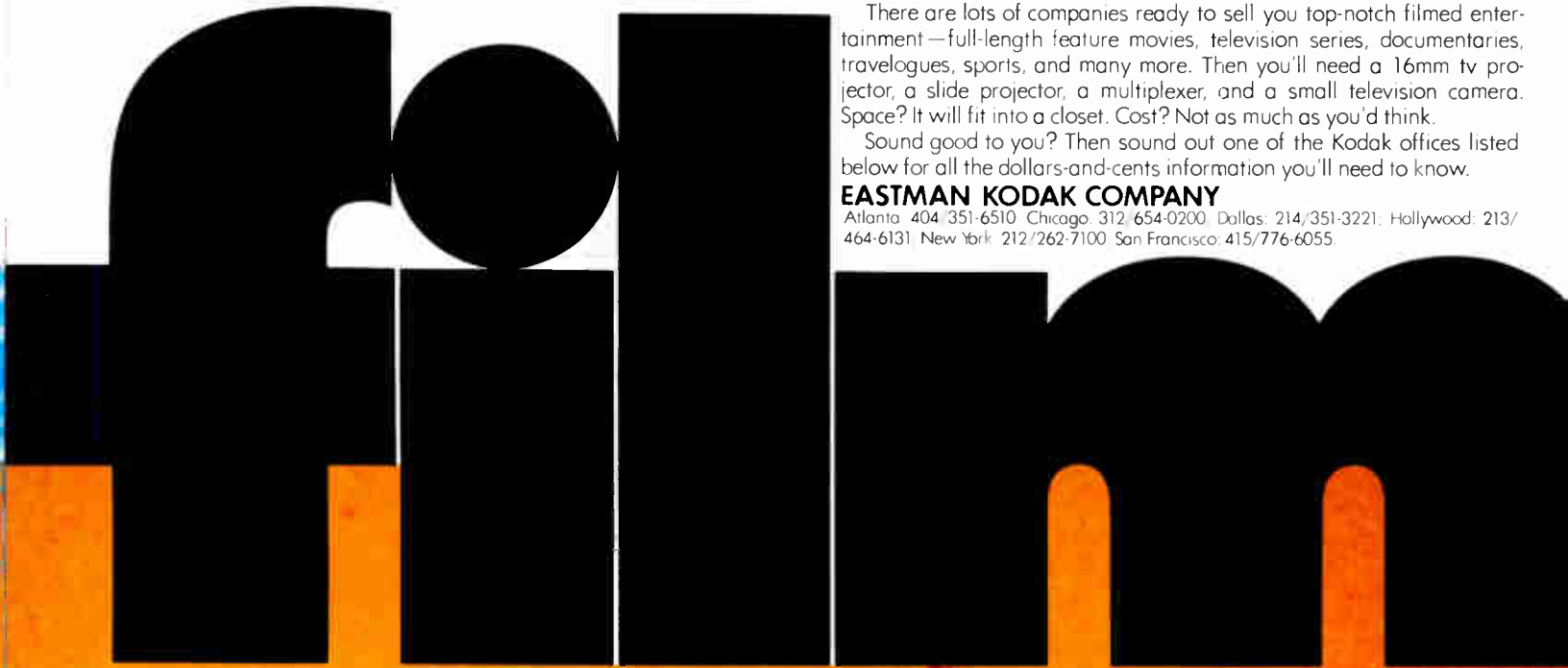
Film can put all those extra channels in your cables to work. Film can get you local advertising money. Film produced locally can make you a program originator (which will make the FCC happy). Film can make you money. Film can get you more subscribers.

There are lots of companies ready to sell you top-notch filmed entertainment—full-length feature movies, television series, documentaries, travelogues, sports, and many more. Then you'll need a 16mm tv projector, a slide projector, a multiplexer, and a small television camera. Space? It will fit into a closet. Cost? Not as much as you'd think.

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president J. Patrick Michaels, vice president Buddy Dykes and Volusia County operations director Bill Roberts.

City and county officials were also on hand to witness the first steps toward CATV for the area. The Volusia County system will serve DeLand, BeBary, Deltona and Enterprise. The Haines City system will serve Davenport, Dundee and Haines City.

Also on TM's drafting board are plans for a Mid-Florida CATV Network which would link the firm's systems across the state for regional and state local origination programming specials. The firm at present holds franchises for Winter Garden, southern Lake County, Clermont, St. Cloud and Hillsborough County, and applications are pending in other Florida communities.

CATVer Sims To Recieve Horatio Alger Award

Riley V. Sims, chairman of the board of Burnup & Sims, CATV firm, is one of ten men who will receive the 1970 Horatio Alger Award next month.

The award, given by American Schools & Colleges Association, honors Americans who have overcome handicaps and poverty to win fame and fortune. Sims, who

grew up in poverty, formed a home-building partnership with Russell J. Burnup in 1929. From that base, they diversified their business and entered such fields as communications.

The company to date has installed more than 60 CATV systems in the United States, and last year's corporate revenues from all enterprises exceeded \$17 million.

Previous recipients of the award include former U.S. presidents Dwight Eisenhower and Herbert Hoover.

ATC Adds Hinds County To List of Systems

Capitol Cablevision, Inc., subsidiary of Denver-based MSO American Television and Communications, has won a franchise for Hinds County, Mississippi. This complements the franchise recently awarded to ATC for Jackson, Mississippi—the state capital and Hinds County seat.

Outside of Jackson, ATC estimates the county has a population of over 50,000; the capital itself has a population of approximately 160,000.

At present, ATC, the fourth largest publicly owned MSO, serves over 120,000 subscribers through its wholly owned systems.

Franchise Summary

EAST. Cablevision of Revere, a subsidiary of Colonial Cablevision Corp., wins Revere, Mass. franchise... Dover, N.J. grants franchise to Samuel Kravetz... Frenchtown, Pa. awards franchise to D. J. Cable Co., Inc.... Washington Cable Co. wins 10-year franchise for Glen Gardner, Pa. with franchise fee of five percent of \$100... Mercersburg, Pa. franchise to Alleman Cable Co., an affiliate of American Tele-Systems, Inc.... Ross Brothers Cable Co., Inc. wins Redstone Township, Pa. franchise.

MIDWEST. Bay City, Mich. awards its third franchise to Lamb Communications Co.... Midland, Mich.

franchise to Gerity Broadcasting Co. Canterbury Cablevision gains non-exclusive, 10-year, Upper Arlington, Ohio franchise... Redfield, S.D. franchise to TV Signal Co.

SOUTH. Statesboro, Ga. franchise to Statesboro CATV, Inc.... St. Michaels, Md. franchise to TV Cable Corp. with franchise fee of two percent... Hinds County, Miss. franchise to Capitol Cablevision, Inc., a subsidiary of American Television & Communications Corp.... R.H. Tyler Co. wins Olney, Tex. franchise.

WEST. Sisters, Ore. franchise to Tek-Video of Eugene... Shelton, Wash. franchise to Leroy Robbins.

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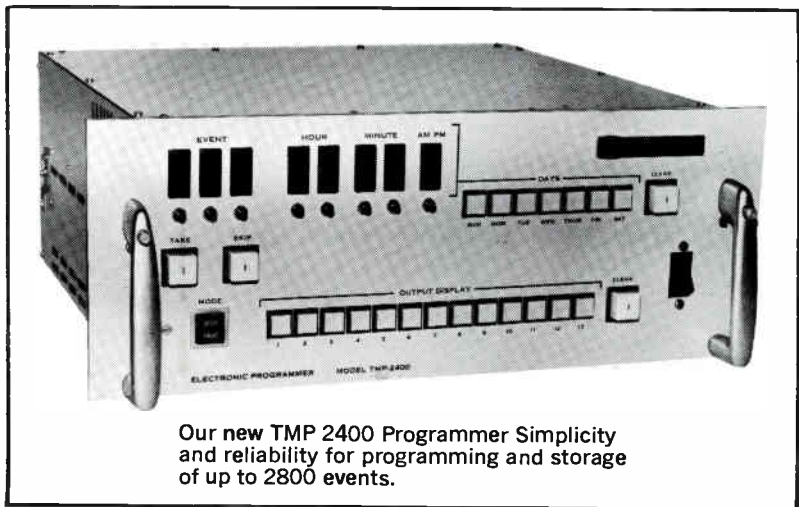
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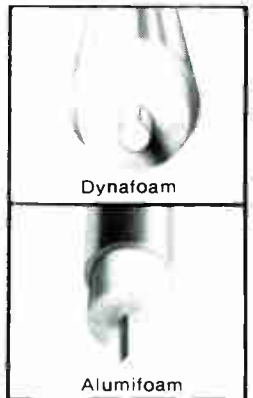
The challenger goes up against the champ

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Whether you "bet" on Times' Alumifoam or on Times' Dynafoam, in this arena you come away the winner. The choice of which is best for you is yours to make — we at Times Wire & Cable feel we owe it to you to offer this choice.



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TelePrompter Shifts Field Personnel; Names New Purchasing Agent, Engineer

R.H. Symons, vice president in charge of TelePrompter Corporation's CATV Division, has announced several appointments at headquarters and in the field. Raymond Gensinger is now purchasing agent for the firm's 21 cable systems. Gensinger, who majored in electric technology at the State University of New York in Farmingdale, was most recently purchasing director of Garrett Electronics & Cable Corp., Farmingdale, N.Y.

According to Symons, Gensinger's appointment will now free Claire Feldman, administrative control, to devote more time to the administrative matters which have increased with the growth of TPT's systems.

Gerald Goldman has been promoted to the position of systems engineer for the CATV Division. Goldman, who joined TPT in 1959, left in 1963 for positions with Sylvania and GT&E International. He returned to the firm last fall as assistant to senior vice president H.J. Schlafly.

In his new position, Goldman will be responsible for a number of corporate administrative areas including direct technical assistance to cable systems, establishment of quality standards for equipment and system operation, and training of technical personnel. He is a graduate of the State University of New York.

Ralph Hillard, former manager of TPT's Farmington, N.M., cable system, has been transferred to Florida to become an assistant to vice president R.H. Symons. Replacing Hillard as the Farmington manager is James Harper, who has been manager of the firm's system in Rawlins, Wyo. New

manager in Rawlins is Perry Nash, moving up from chief technician in Silver City, N.M.

Lukkarila Promoted To Engineer Manager

Cal-Tel Construction Co., has announced the promotion of Bruce Lukkarila to the position of engineer manager. As head of Cal-Tel's engineering department, he will be responsible for strand mapping, system design, alignment of electronics and proof of performance.

He was formerly with Bakersfield (Calif.) Cable TV where he

was in charge of engineering and construction. He also spent several years as engineer and chief technician for Mission Cable TV which is located in El Cajon and San Diego, Calif.

Decatur Plant Manager Named by Essex Division

A 14-year veteran of the wire and cable industry has been appointed plant manager of the Essex International, Inc. Communications & CATV Division facility in Decatur. Joseph H. Pascual was moved to plant manager from his former position as manager of production and inventory control.

He joined Essex in March, 1966, after having been associated with Anaconda Wire and Cable for 10 years.

Personalities on the Move

James C. Gillis is new president of Educating Systems, Inc. . . . Robert E. Riddle named manager, marketing administration for International Video Corp. . . . National CATV Program Library, Inc. has named Donald W. Kilbrith vice president, marketing.

TelePrompter appoints: Raymond Gensinger, purchasing agent; Gerald Goldman, systems engineer; Ralph Hillard, assistant to vice president R.H. Symons; James Harper, manager at Farmington, N. Mex.; Perry Nash, manager Rawlins, Wyo.; Tom Hopping, manager Boynton Beach and Lake Worth, Fla.; and Bill Wagner, manager of Los Gatos, Calif.

CBS, EVR Division appoints Raymond D. Griffiths director, western regional sales . . . Joseph J. Pascual, plant manager of the Essex plant in Decatur .

Cal-Tel Construction Co. names Bruce Lukkarila engineer manager . . . William A. Baker new director of closed circuit television for KR Graphics, Inc., a subsidiary of King Resources Co. . . .

Commercial Electronics, Inc. appoints Robert M. Collins regional sales manager . . . Nation Wide Cablevision, Inc. (subsidiary of Kaufman and Broad) puts John W. Nicklaus in charge of systems serving Belmont, San Carlos, Redwood City and Woodside, Calif. . . .

Glenn Watson elected president of Downsville (N.Y.) Community Antenna System . . . Robert N. "Pete" Stanley, manager of G'TEC's Bartow and Lake Wales, Fla. systems . . . Television Cable Co. promotes T.C. Rownd, Jr. to director of planning and development for Myrtle Beach, S.C. system.

C-Cor Holds Line Against CATV Freeze

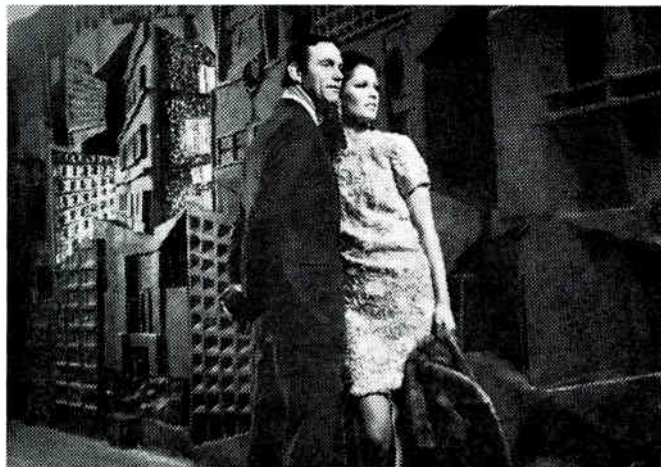
James R. Palmer, president of C-Cor Electronics, Inc., State College, Pa., has announced a 43 percent increase in sales of equipment to the CATV industry for his firm during 1969. C-Cor's overall sales declined to \$2,009,685 from \$2,430,019 in 1968, with the decline reported to be the result of C-Cor's associated system operating company, Centre Video, Inc., being unable to obtain construction financing.

Palmer noted that although C-Cor's operating profit dropped from \$80,416 to \$47,616, its gross margin increased from 26 percent to 31 percent during the year.

Industry Stocks

Stock	Stock Exchange	This Week	Last Week	Year High	Year Low	Shares Outstanding
Ameco	AM	4 7/8	5 3/8	16 1/8	4 7/8	1,200,000
Amer. Elec. Labs	OTC	5 1/8	5	15	5	1,516,432
Amer. TV & Comm.	OTC	15	17 1/2	23	11 7/8	1,775,101
Avnet	NY	8 3/8	8 3/4	20 1/8	8 3/4	9,909,054
Burnup & Sims	OTC	18 1/8	18 3/4	32	12 1/4	585,954
Cable Info Systems	OTC	2 1/4	2	4 5/8	2	995,000
Cablecom General	AM	7 7/8	8 1/2	25 1/2	7 7/8	1,605,000
Citizens Fin. Corp.	AM	11 1/2	12 1/2	17 7/8	11 7/8	994,689
Columbia Cable	OTC	11 1/4	13	16 1/2	9	876,000
Comm. Properties	OTC	8 1/4	8 1/8	10 1/2	4 1/2	644,621
Cornelia Corp.	OTC	1/4	3/8	4 1/4	3/8	
Cox Cable Comm.	OTC	15 1/2	18	25 1/4	13	3,550,000
Cypress Comm.	OTC	11 1/4	14 1/4	19 1/4	10	839,000
Entron	AM	4 1/8	3 7/8	7 5/8	2 1/8	1,325,904
Famous Players Ltd.	C	10 1/4	10 3/4	17 3/4	10 1/4	6,948,000
General Inst.	NY	17 1/4	15 1/2	41	15 1/2	6,026,000
Gulf + Western	NY	13 7/8	14 3/4	32 1/2	14 3/4	15,120,860
H & B Amer.	AM	17 1/2	16 3/8	28 1/2	13 5/8	4,972,589
Kaufman & Broad Inc.	NY	35	34 1/2	52 5/8	29 1/2	3,900,909
Lamb Comm. Inc.	OTC	4 1/2	4 1/2	10 1/4	3 1/4	2,468,284
LVO Corp.	NY	5 1/2	5 1/4	12 3/8	5 1/4	5,692,078
Reeves	AM	5	5	23 1/4	5	2,163,000
Scientific-Atlanta	AM	7 1/8	6 7/8	13 3/8	6 1/2	903,442
SKL	OTC	3 1/4	3 1/2	8 3/4	3 1/4	550,000
Sterling Comm.	OTC	4	4	10 3/4	4	450,000
Tele-Communications	OTC	11	12 1/8	16 1/4	11	2,254,472
TeleMation Inc.	OTC	12	14 3/4	30 1/2	12	1,086,735
TelePrompTer	AM	68	60 1/4	129 3/4	46 3/4	1,006,000
TeleVision Comm.	OTC	8 1/4	11	20 1/2	8 1/4	2,645,046
Vikoa	AM	8 1/2	9 1/2	34	8 1/2	2,183,382

These are Wednesday closing prices supplied courtesy of Dempsey-Tegeler, S. James Horning, Consultant, AM = American Exchange; NY = New York Exchange; OTC = Over the Counter; C = Canadian Exchange.



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We seek a profit oriented candidate with a CATV and TV industry background who is capable of spearheading research, development, production, marketing, customer and inter-corporation relations. An executive leader who can manage and develop our new CATV products program to its full potential with sales, profits and ROI equalling or exceeding plans. That's the "diamond" we're seeking. A person with the same indestructible qualities and many-faceted capabilities of this valuable gem.

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FRANK HUXLEY NOWACZEK JR.



A quick scan of Frank Nowaczek's career provides bold evidence that Frank has always known exactly what he's about—whether confronting the complexities of national security or cable television.

Frank says that he more or less got into the CATV industry by an accident, but where he's gone since then has been no accident. In 1958 he was a partner in public relations and advertising agency Morris, Nowaczek and Associates in Washington, D.C. His agency was called upon by NCTA to prepare the association's first professional newspaper ad mats for NCTA members. That same year he also headed up publicity for the annual NCTA Convention.

When NCTA's board of directors decided to add a second man to its then one-man staff (Ed Whitney), Frank threw his hat into the ring. He went on at NCTA to hold positions of Assistant to the President, Director of Research, and Acting Executive Director. Clearly, Frank had anticipated that the fledgling industry would need growing representation at a national level.

Frank, 39, is now on the staff of Blackburn & Co., media brokers based in Washington, D.C.—again a move in anticipation of big things to come. He visualizes more large public firms entering the field, as well as more operating emphasis on marketing and consumer selling.

His authority comes from first hand CATV experience. Before joining Blackburn, Frank was assistant to the President at TeleSystems Corp., then part-owner of Newport Cablevision, Inc. in Vermont. He has served as President and Director of the Pennsylvania CATV Association, and is a member of the American Management Association, IEEE, and is an associate of the Relay Society of Great Britain.

Born in Brooklyn, New York, Frank was graduated from Cornell University with a B.S. in Hotel Administration. He also attended Saint Lawrence University in undergraduate studies and went to American University and George Washington University for graduate work in Political Science and Public Relations. He spent 6 years in the field of Counter Intelligence work—two with the U.S. Army and over four as a civilian.

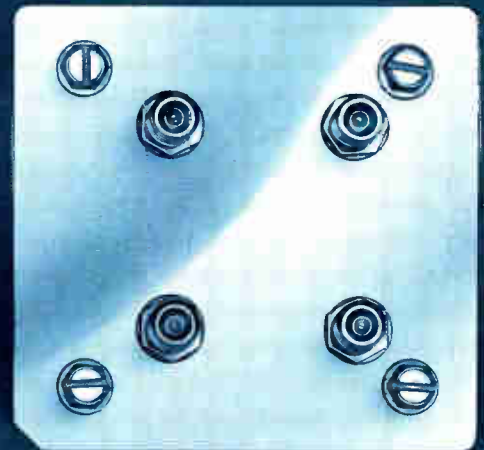
Frank Nowaczek was a prominent man in cable television in the days when there were few prominents around. Today he is on the move scouting the American marketplace and helping to shape the industry to accommodate many more prominent people.



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