



LOS RIOS COMMUNITY COLLEGE DISTRICT

Sacramento City College 1916

American River College 1955

Cosumnes River College 1970

DAVID MERTES
Chancellor/Superintendent

November 16, 1983

Members of
Sacramento Metropolitan Cable Comm.
Suite 2500 - 700 "H" Street
Sacramento, California 95814

Dear Members:

Attached please find my comments regarding the Sacramento Cable Franchise.

Very truly yours,

Robert Wyman, President
Sacramento County Corporation
for Educational Telecommunications

RW/al

Attachment

In Alvin Toffler's "The Third Wave" he describes what is happening to our society because of technological change in the following way. "The dawn of this new civilization is the single most explosive fact of our lifetime. It is the central event--the key to understanding the years immediately ahead. It is an event as profound as the first wave of change unleashed ten thousand years ago by the invention of agriculture or earthshaking second wave of change touched off by the industrial revolution. We are the children of the next transformation, the third wave."

In Sacramento we have spent the last three years discussing in depth the synthesis of much of the "third wave", the cabling or wiring our community. Clearly wiring Sacramento will mean more during the next 20 years than being able to see more movies and hear and see more sports programming.

As you are aware, the educational community in Sacramento has attended virtually every meeting discussing cable since first raised as an issue in 1972. In the past several months we have recognized the commission's request to allow the second round to proceed with a maximum effort on the part of the commission staff to finalize the process before the end of the year. We congratulate the commission and its staff for their remarkable accomplishments to date.

Because we face the selection of a franchise within the next several days, we would remind you of the commitment we think has been made by the commission to Sacramento County concerning cable.

Mr. Sheedy has voiced on several occasions what we think Sacramento is looking for in cable--a company that will bring to this community something more than those channels we all receive so well already! We think that way also!

We think the Capitol of the largest state in the country is and will be sophisticated enough to recognize Toffler's "Info-sphere" as we move into the decades of the eighties and nineties and that those needs, present and projected, should be reflected in your choice of a company to own and operate cable in Sacramento.

You have the responsibility now to influence growth of communication and information sharing between citizens, government, education, and community based organizations for the next 20 years. In exercising this responsibility we endorse your desire to have a fiscally sound system, one that will indeed produce only what it can afford. Sacramento also needs a company that makes something more than a "business only" commitment to this county. Cable coming to our community means more than opening a new business in Sacramento. Because of its ability to combine technologies, cable can become not only an entertainment center, but a resource library, function as a community forum, provide educational, health and religious services and take care of a multitude of technological chores such as computing, security, fire alarm and environmental control. With such a potential, we should look carefully at what the four companies proposing to build in Sacramento state in their resolutions. We think that it is important for Sacramento's cable company to project growth and to take reasonable risk. Future, as well as present needs, should have high priority. Potential common carrier status and the fact that the telephone company has now bid for the Palo Alto franchise at a 70% penetration rate in 17 years speaks to many of the future options open to the cable company gaining the Sacramento franchise. Income reflecting common carrier services could dwarf proposal income projections.

Even as we speak today, a plan is being considered at the State Capitol to create a state-wide fiber optic network linking public entities and certainly potentially the cable systems with whom they are connected--changes from analog to digital for video, compression necessary for signal carriage coupled with such a state-wide system could have meaningful impact on the State Capitol and Sacramento in general.

We would ask that you consider what, in fact, each company is projecting in the community use and access areas and if over the next twenty years, that proposal reflects what you think education and others treated as part of community use should have been able to achieve.

We trust that you will select a company that demonstrates a written commitment toward flexibility and growth. Will the company support fiscally and materially activities that will make Sacramento's cable system one to be envied and a model?

As before, the S.C.C.E.T. has developed for your perusal a grid in which we have identified those commitments made by each company to the educational community. We are pleased with some and disappointed in the vision of others.

We wish you to be prudent, businesslike and careful in selecting a company that will be such an important part of this community for the next two decades.

Because we feel it is not in your best interests for us to endorse any of the four companies, we shall refrain from doing so. We shall, however, contact each of you before the 22nd to answer any questions that might arise from your review of our grid.

Finally, we think that our community needs to adjust to and use the tools of the "information society." It may just be that while we are still gulping the water from having been hit with the "Third Wave" we haven't noticed that ripple out there forming the Fourth.

SACRAMENTO COUNTY CORPORATION FOR
EDUCATIONAL TELECOMMUNICATIONS

	Channel Capacity		Facility	Operational	Grants/Other
Access (Sun)	<u>SUBS.</u> 4 Ch. 1-T1 2-T2 1-T3	<u>INSTIT.</u> 0 Lease	Free Drops Access to Community Use Facility (no more than 15% of time)	0	As offered through Community Video Center only. \$200,000 per year ave. 1% of revenue when 62% of pene- tration (after year 11) Grants to community groups <u>Nothing specifically for S.C.C.E.T.</u>
American Cablevision (ATC)	1 Ch.	Channels (15 Up- 15 Down) avail- able at no charge based on demon- strated need	Free Drops Access to community use facility (20 mod- ulators available to community use)	0	As offered through Community Grants Board. \$500,000 per year or 2% of T1, T2 revenue. <u>Nothing specifically for S.C.C.E.T.</u>
Cablevision (River City)	1 Ch. Start-up 1 Ch. Upon Expansion 1 Ch. Pay Per View (2nd Cable)	At least 50% of rate for services contracted. 30 MHz. (Free)	Free Drops with Conv. 2400 sq. ft. studio (\$48,000 per yr rent) Equip.-\$617,962 \$100,000 sch. upgrade (facilities) 10 modu- lators shared w/comm. use	(Indirect) Staff-\$5605 - yr 1 to \$236,925 - yr 20 Formula based on gener. revenue.	12.5% of Tier 1 Revenue (Direct)
UTS (Greater Sacto)	2-Ch.	12 MHz Up 12 MHz Down I-net Use of additional channels when not used by others (Free)	Free Drops Access to community use facility \$750,000 One-time grant for Equipment. Character gens. upon request to SC-3. (Shared with com- munity use)	\$100,000 - yr. 1 \$680,000 - yr. 2 1% or \$100,000 which- ever is greater reviewed by SC-3 yr. 3 on	

11/15/83 (RW)