

SACRAMENTO CITY COUNCIL

SPECIAL MEETING SYNOPSIS  
March 3, 1981

CABLE TELEVISION HEARING

1. Chapter 3

Motion: Tentative approval subject to report and/or draft language on the following:

MOTION ADOPTED

COUNCIL

MOV: D6 SEC: M  
AYES: UNANIMOUS

BOARD

MOV: SMOLEY  
SEC: COLLIN  
AYES: UNANIMOUS  
ABS: BRYAN

- A. Disclosure- expansion so that it extends beyond the 1% to full disclosure.
- B. Disclosure- equity value versus actual consideration given
- C. Disclosure- other cable activities and specifically in other cities
- D. Disclosure- language changed to identify cross ownership at less than 50% control
- E. Disclosure- issue of prevailing wage rates and/or labor relations
- F. Legal opinions regarding issues of minority ownership
- G. Report from CTIC re waiver of standards in RFP- ability to waive the resolution
- H. Language changes on renewal of franchises or granting of new franchises as it relates to Folsom, Isleton and Galt
- I. Report back on cost-basis and various formulas, pros and cons
- J. Language on the right to purchase everything not just those enumerated
- K. Report on renewal period
- L. Report on abandonment of system
- M. Written comments from CTIC on whole ordinance
- N. Full disclosure on minority ownership

2. Chapter 4A

Motion: Tentative approval subject to the following:

HEARING CLOSED

BY CONSENSUS

MOTION ADOPTED

COUNCIL

MOV: M SEC: D4  
AYES: UNANIMOUS

BOARD

MOV: JOHNSON  
SEC: SHEEDY  
AYES: UNANIMOUS  
ABS: BRYAN

- A. Draft language granting to the Cable Television Commission the ability to release channels subject to terms & conditions
- B. Identify funding sources for community channels
- C. Definition of public access be broadened to encompass community access

MEMO FROM . . . .

W. R. Freeman

*F. Magana*

June 5, 1981

To: Members, Board of Supervisors  
Members, Sacramento City Council

Attached is an article on eight recent cable franchise awards. I thought it might be of general interest.

Besides, I did not want you to forget about cable during our brief respite.

*W. R. F.*

WILLIAM R. FREEMAN  
Assistant County Executive

WRF:emw

Attachment

# The Winning Combinations: What It Took To Win In Eight Big Cities

**A**ll has been far from quiet on the cable franchising front over the past few months. Of the top 30 markets around the country, comprising almost 41 million television households (54 percent of all television households in the U.S.), 11 major cities are currently involved in the intense process of awarding cable franchises, with the right to wire several hundred thousand homes in each city at stake. Tampa, Miami, Tucson, Milwaukee, Chicago, Sacramento, Baltimore, New York, Boston and Detroit are among the unwired cities looking at or in the midst of intense franchising activity.

As they prepare their plans to release RFPs, and hold public hearings and city council meetings on the question of cable, most of these cities are no doubt trying to learn as many lessons as possible from the encounters of their predecessors. Over the last few months, eight large cities, from Dallas to Portland, awarded cable franchises, passing 1.5 million homes. The winning MSOs will spend approximately \$376 million to build those systems, requiring 11,200 total plant miles.

While the business side of the franchising process flourished, the public relations side died. Several major awards were countered by petitions for referendums, lawsuits and even FBI investigations.

At the moment, the FBI is investigating franchise activity in Houston, New Orleans and the Detroit suburbs. And just three months ago, a Federal Grand Jury in Houston found the city, its mayor and a local cable company guilty of conspiring to limit competition and

violate antitrust laws. Damages awarded were to the tune of \$6.8 million.

Such newspapers as the *Minneapolis Star*, *Los Angeles Times*, *Washington Post* and *Boston Globe* have devoted considerable space to feature coverage of cable franchising around the country. And on the eve of the NCTA convention in Los Angeles, *NBC Magazine* with David Brinkley is tentatively set to give television viewers an investigative report on recent wire wars.

The focus of these and other reports is the improprieties and politics associated with franchising. A common target is normally the controversial "rent-a-citizen" or "rent-an-institution" technique of recruiting influential groups onto the team of a cable company bidding for a particular city. In all but one of the recent awards, the city government has awarded its franchise to a company with some form of local ownership in its proposal.

Many have been wounded over the last few months as cable franchise wars engulf new cities. What follows is the battle report of winners and casualties of the eight major awards.

## Fort Worth, Texas

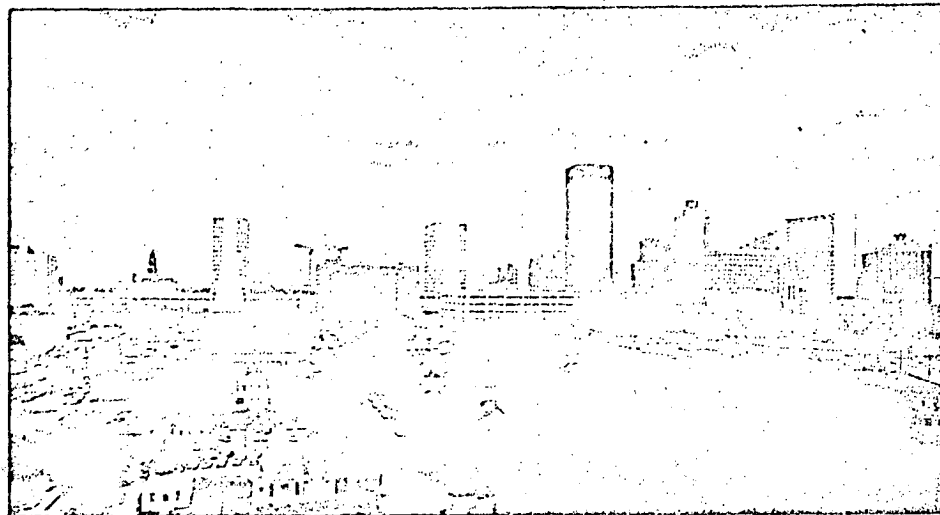
Rebounding off a tough loss to Warner Amex Cable Communications in the competition for the Dallas franchise, Sammons Communications won the right last month to wire the city of Fort Worth, one of the last remaining franchises in the Dallas-Fort Worth Metroplex.

Seven applicants submitted bids for

"Panther City," including McLean-Hunter, Metrovision, Citizens Cable Corp., United and Telecommunications Inc. In the end, the battle was between two companies, Storer Cable of Fort Worth and Sammons. After clawing its way to the top, Storer's dream of wiring one of the Lone Star State's best cable markets was shot down by a six-to-three city council vote favoring the Sammons proposal. Storer is the most successful franchisor in the Metroplex region.

Suspect in the franchising process was the city itself. Months before the RFP was issued, the city gave notice to the cable industry that its process was going to be unique. The council publicly discouraged local ownership as a means of influencing the award. Nevertheless, it was Sammons, a company stacked with influential local investors, that won. Sammons' local investor group is Metroplex Cable Television, Inc., of Fort Worth, made up of 14 local investors that own 40 percent of the Sammons franchise. Leading the team of local investors (14 percent interest apiece) are Faylor Gandy, a prominent local attorney and former two-term city councilman, and Clif Overcash, former mayor of Fort Worth (1975-1977). There are also six local black leaders who own a piece of the action.

Storer supporters were dismayed and confused by the city council vote favoring Sammons. Storer officials, under the impression that local programming was high on the city's list of priorities, planned to contribute \$500,000 for development of local programming, versus Sammons'



\$75,000 gift. Councilman Burt Williams, a member of a three-man study group which recommended both companies, says he was concerned that Storer's donation would eventually be reflected in higher rates that would be to the disadvantage of his low income constituency. The real decisions and debates about who is awarded the franchise frequently occur right before the council voting. "The politicking going on before the vote was like watching a bunch of turkeys in a rainstorm," said one city official. Weathering the storm, Sammons will build a dual trunk (one trunk initially activated), 440 MHz interactive system using Tocom 55 Plus equipment.

It took a while for Sammons executives to recover from the loss to Warner Amex in Dallas. But nothing makes

franchising executives forget faster than a quick victory in another city. Sammons Vice President Bill Strange, commenting after the Fort Worth City Council vote, said, "I don't even think about Dallas anymore."

According to Harold Horn of Cable Television Information Center (the city's consultant) the 15-year Fort Worth contract will be worth \$500 million in gross revenues and \$90 million in profits (plus depreciation) to Sammons. However, the system will not be profitable until the sixth year of operation, Strange said.

### Indianapolis, Indiana

Before 1980, American Television and Communications (Time Inc.'s MSO subsidiary) was considered the most successful cable franchisor in the

industry. Several weeks ago, ATC moved into first place in terms of total subscribers, but has not had the same success of late in winning major market franchises.

The company's recent victory in Indianapolis could mark a resurgence of that pre-1980 franchise magic. ATC won the Indianapolis franchise in February, staving off a powerful challenge from Indianapolis Cablevision, a local company.

The city council voted 16-13 in favor of ATC's local subsidiary, American Cablevision of Indianapolis, which is 20 percent owned by 25 local investors. The Indianapolis competition truly was a battle among local investors.

Indianapolis Cablevision, which already held the franchise for the county, is a joint venture between

City	Date Awarded	Company Awarded	Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Fort Worth, Texas	Mar. 1981	Sammons Communications, Inc. of Fort Worth, Texas		\$50 million	1,430	160,000	440 MHz dual trunk interactive system (one "shadow trunk" not initially activated)	61 channels (institutional network included in system design)
Service Offerings	Inducements Offered By Winning Applicant	Franchise Pre-Payment Fees	Projected Cash Flow In Five Years	Ownership				
Tier I 20 channels ..... \$3.95	<ul style="list-style-type: none"> <li>■ \$1.25 million for community program/complex with central production center to be housed at Will Rogers Coliseum</li> <li>■ Three mobile vans</li> <li>■ \$75,000 annually for community programming</li> <li>■ \$50,000 for internship program</li> <li>■ \$100,000 to upgrade existing educational tele-production facilities</li> </ul>	None	\$3,985,000	60 percent owned by Sammons and 40 percent owned by 14 local investors				
Tier II 41 channels ..... \$5.95								
HBO ..... \$6.95								
Showtime ..... \$6.95								
CableVision ..... \$6.95								
HFN ..... \$6.95								
Tier III 54 channels ..... \$7.95								
Bravo ..... \$5.95								
Cinemas ..... \$7.95								
The Movie Channel ..... \$8.95								
Tier IV 54 channels plus interactive and text services ..... \$10.95								

Wabash Cablevision (one-third ownership) and several prominent local businessmen. Some of the local investors of the bid on the city were the company's president, Joseph Dawson, a real estate developer; Tom Binford, chairman of Indiana National Corp.; then-Eat. Governor-elect, John Mutz, and Dr. Frank Lloyd, chairman of the Midwest National Bank, to name a few.

Among those at bat for ATC were Carl Dortch, retired president of the Indiana Chamber of Commerce; Otto Frenzel III, chairman of the Merchants National Bank, and two state senators, Julia Carson and William Crawford.

Under state law, the Board of Public

Works has sole responsibility to draw up a franchise contract. Several months before the award, the board recommended the ATC proposal over three other applicants—United Cable TV, Indy Cable Television Corporation and Indianapolis Cablevision.

According to the board's point system, the ATC proposal ranked only three points higher than the Indianapolis Cablevision bid. Because the difference was so small (added to the fact that the ATC recommendation passed by only a three-to-two margin), the city council decided by a 17-12 vote to send the Indianapolis Cablevision bid back to the board for reconsideration. The

Board voted 5-0 to recommend the Indianapolis proposal together with ATC's.

Despite all the political maneuvering by Indianapolis Cablevision, the council awarded ATC the franchise. The MSO may have been a stranger to the Indianapolis area, but the company's parent, Time Inc., was not. Inland Container Corporation, a manufacturer of corrugated boxes, completed its second full year as a subsidiary of Time Inc. in 1980. Inland, with revenues reaching \$579 million and operating profits in the \$53-million range, has many friends in the Indianapolis area.

ATC's new 1,059-mile system will

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Indianapolis, Indiana	Feb. 1981	American Cablevision of Indianapolis, Inc. (ATC)	\$24.3 million	1,052	140,000	330 MHz single trunk interactive system	42 channels (institutional network included in system design)
<b>Service Offerings</b>		<b>Inducements Offered By Winning Applicant</b>		<b>Franchise Pre-Payment Fees</b>		<b>Projected Cash Flow In Five Years</b>	
Single level basic service with 42 channels ..... \$6.50		■ \$850,000 estimated for community programming (joint venture with minority entrepreneurs)		None		\$3,530,000	
HBO ..... \$6.95		■ Four access studios				80 percent owned by ATC and 20 percent by 25 local investors	
Showtime ..... \$7.95		■ Two mobile vans					
Cinemax ..... \$7.95		■ Eight access channels					
HTN ..... \$4.50							



pass 140,000 homes and will cost \$24.3 million to build. The system will be a single trunk, 330 MHz plant, offering one level of basic service for \$6.50 per month. Under the city's contract, rates will be frozen for three years. As part of the franchise award, ATC will contribute \$850,000 for community programming. A company spokesman told *CableVision*, "We have not selected the equipment to be used in the system yet. We have narrowed the

field of suppliers down to Scientific Atlanta and RCA."

### **New Orleans, Louisiana**

Last December, the New Orleans city council awarded the city's cable franchise to Cox Cable by a dramatic four-to-three vote. Just three months later, the city's franchise process became tainted when council President Joseph Giarrusso announced he had

requested an FBI investigation of all companies involved in the competition.

Giarrusso made his request after he and two members of his staff were interviewed by agents investigating alleged improprieties connected with the award. Rumors about the investigation have run rampant through the industry, but to date no facts or charges of wrongdoing have surfaced. Some industry experts speculate that a complaint was filed by a disgruntled competitor for the franchise.

Even without an FBI investigation, the New Orleans franchise competition would have made news throughout the cable industry, since the city became the first major municipality since dual plant became part of the bidding wars to award a cable franchise to a company offering significantly less video channel capacity than many of its competitors.

Offering to build a single trunk, 400 MHz system with 54 channels, Cox Cable won the franchise over eight other applicants: American Cablevision of New Orleans Inc., (a subsidiary of American Television and Communications); Cable Consultants Inc.; Greater New Orleans Community Cablevision

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
New Orleans, Louisiana	Dec. 1980	Cox Cable TV of New Orleans, Inc.	\$61.5 million	4,746	220,000	400 MHz single trunk interactive system (INDAX)	54 channels (institutional network included in system design)
Service Offerings		Inducements Offered By Winning Applicant	Franchise Pre-Payment Fees	Projected Cash Flow In Five Years	Ownership		
50 channels	\$7.95	<ul style="list-style-type: none"> <li>■ For local TV station WYES-TV a satellite uplink with income from its use and two cable channels</li> <li>■ Six local studios</li> <li>■ One mobile van</li> <li>■ 30 portable cameras</li> <li>■ \$200,000 in grants for local programming (\$3 million invested for local community programming needs)</li> </ul>	None	\$16,704,000	80 percent owned by Cox and 20 percent owned by 13 local investors		
108 channels with INDAX (54 data channels)							
INDAX	\$11.95						
HBO	\$7.95						
Showtime	\$7.95						
GalaVision	\$7.95						
Cinemax	\$7.95						
The Movie Channel	\$7.95						
HTN	\$3.95						

Inc.; New Orleans Telecommunication (a subsidiary of Tele-Communications Inc.); Storer Cable TV of New Orleans Inc.; Teleprompter of New Orleans Inc., and WSMB Cable Communications Systems Inc.

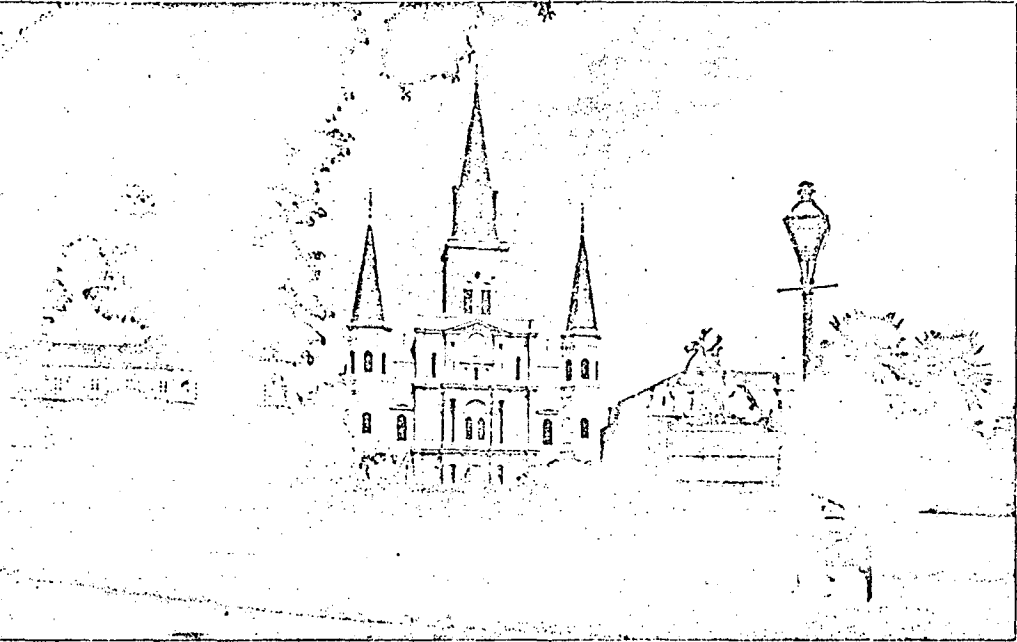
City consultant Carl Pilnick (president of Telecommunications Management Corp.) ranked Cox, Storer and ATC as the three top applicants. ATC and Storer both proposed a dual trunk-network, with both trunks activated initially, providing up to 84-channel

the Times-Picayune. Several Cox investors are friends of former Housing and Urban Development Secretary Moon Landrieu, who is also a former mayor of New Orleans. In the Cox group are former City Chief Administrative Officer Richard Kernion, developer Glancy Dupepe and prominent architect Arthur Q. Davis.

Industry observers rated Cox, American and TCI (ranked fifth by Pilnick) as the leading contenders before the council vote because of their

ship. While not mandating local ownership, the city's cable ordinance emphasized that no franchise would be awarded to a company unless the applicant provided meaningful minority involvement. Cox is 20 percent owned by 14 local investors. Approximately 35 percent of the Cox group are minority investors, representing seven percent of the total stock.

Cox intends to spend \$61.5 million to build the 220,000-home system. The Atlanta-based MSO intends to hook up 58,000 subscribers in the first six months of the franchise by tapping into its existing cable systems in the surrounding suburbs.



### Cincinnati, Ohio

Cable industry psychologists say it was in November, when Cincinnati's city council awarded Warner Amex its cable franchise, that executives representing rival companies began to wonder what it is that Warner knows about putting together franchise proposals in big markets that they don't.

It is understandable why those executives went for the analyst's chair. Already, with Dallas and Pittsburgh under its belt, plus its victory in Cincinnati, Warner Amex was threatening to turn the franchise wars into a rout.

Competing against Warner Amex for the 161,000-home Cincinnati franchise were ATC, Teleprompter, Metrovision, Cablecom and Cincinnati Cablevision. All but Cablecom had some form of local ownership arrangement. But the real battle for the franchise was between ATC and Warner. ATC's subsidiary (Queen City Cablevision) put together an impressive list of influential local shareholders. Warner's local ownership (rent-an-institution) arrangement turned

downstream capacity. At a city council meeting last December, Philip-Ciaccio recommended Cox be awarded the franchise. During the pressure-packed setting, the first six councilpeople split their votes, three for Cox, three against. Councilman John Singleton cast the tie-breaking vote, awarding the franchise to Cox.

Local stockholders for the other applicants nicknamed Cox the "Landrieu company" according to one local paper,

strong lineup of local investors. American was 50 percent owned by ATC and 50 percent owned by 24 local investors. Telecommunications was 50 percent owned (through a holding company) by TCI and 50 percent owned by a local group called Louisiana Investors Group Cable Television (68 percent) and seven other general partners (32 percent).

Every company bidding in New Orleans had some form of local owner-

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Cincinnati, Ohio	Nov. 1980	Warner-Amex Cable Communications of Cincinnati, Inc.	\$38.2 million	1,525	161,000	354 MHz dual trunk interactive system (QUBE)	138 channels (institutional network included in system design)
Service Offerings		Inducements Offered By Winning Applicant	Franchise Pro-Payment Fees	Projected Cash Flow In Five Years	Ownership		
Tier I Economy Service		<ul style="list-style-type: none"> <li>■ Shared use of three full color studios at Crosley Telecommunication Center WCTV-TV Channel 48</li> <li>■ Four full color neighborhood access studios</li> <li>■ Two color access origination studios at Cincinnati's main public library branch and at the University of Cincinnati</li> <li>■ Three mobile vans</li> </ul>	None	\$5,965,000	80 percent owned by Warner Amex and 20 percent owned by 21 local organizations and institutions		
24 channels	\$3.95						
Take 2*	\$3.95						
Tier II Basic Service							
42 channels	\$6.95						
The Movie Channel	\$6.75						
HBO	\$7.00						
Tier III QUBE							
60 channels	\$9.45						
Tier IV QUBE							
Interactive plus 86 channels (26 channels reserved for future use)	\$10.45						

(\*Take 2 no longer exists and is normally replaced by Cinemas)

over 20 percent of the system to a variety of local institutions, including several universities, charitable organizations and the local school board.

Local ownership was a hot topic during the franchise struggle. When the council finally met to vote on the award, Councilperson Guy Guckenberger made a motion that all proposals be dismissed because of local ownership.

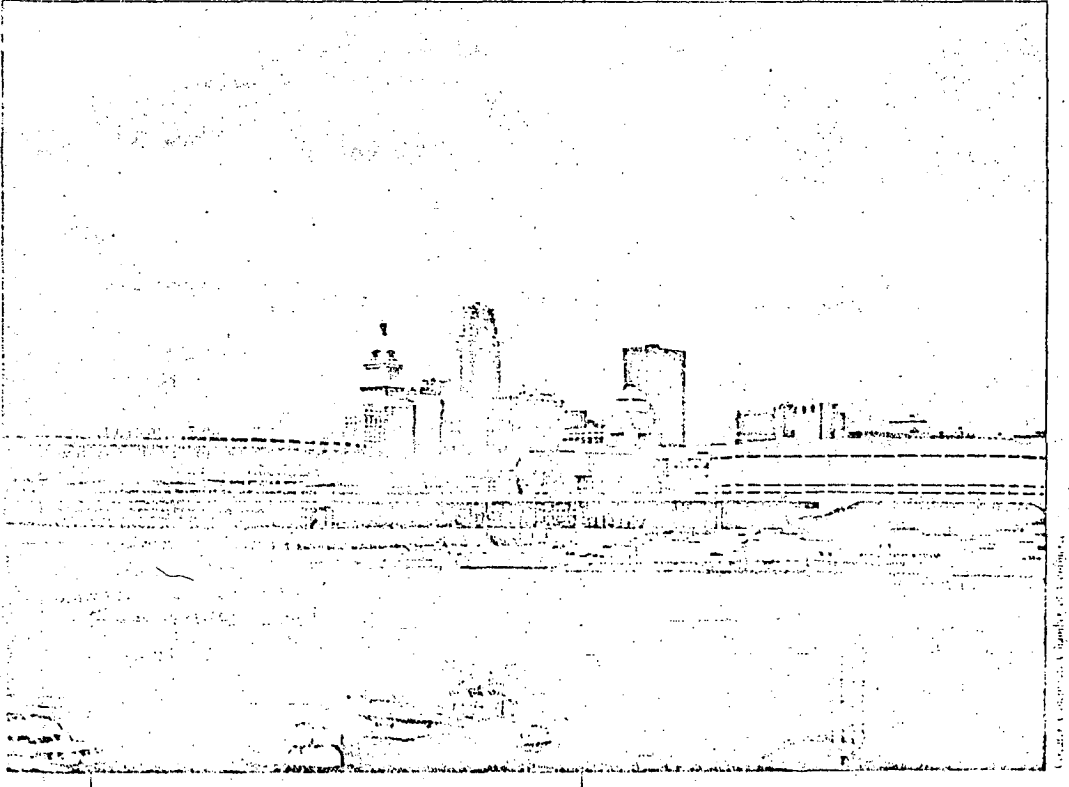
A local ATC representative made a last ditch effort to raise questions about the propriety of the city's decision. At the last public hearing, where council was to vote on the official confirmation of the contract to Warner, Nelson Schwab, Jr., chief counsel for ATC's subsidiary, gave certain councilpeople a packet containing an unsigned memo. The memo suggested that Councilman

later, Warner Amex announced the formation of a new cable programming network (Alpha Repertory Television Service) under a joint-venture agreement with American Broadcasting Company." The memo stated that ABC was represented by a Denver-based consulting firm in which Arnold Bortz's brother was a principal. The memo ended with two questions: "One, is this report true? If so, why was this information withheld from the public?"

Both Bortz and ABC's Video President Herb Granath denounced the accusations made in the anonymous memo as being completely without merit. Granath said that the agreement between Warner Amex Satellite Entertainment Company (WASEC) and ABC was reached months before the award. In addition, Bortz's brother (Paul) had no relation with Warner Amex Cable, just with WASEC.

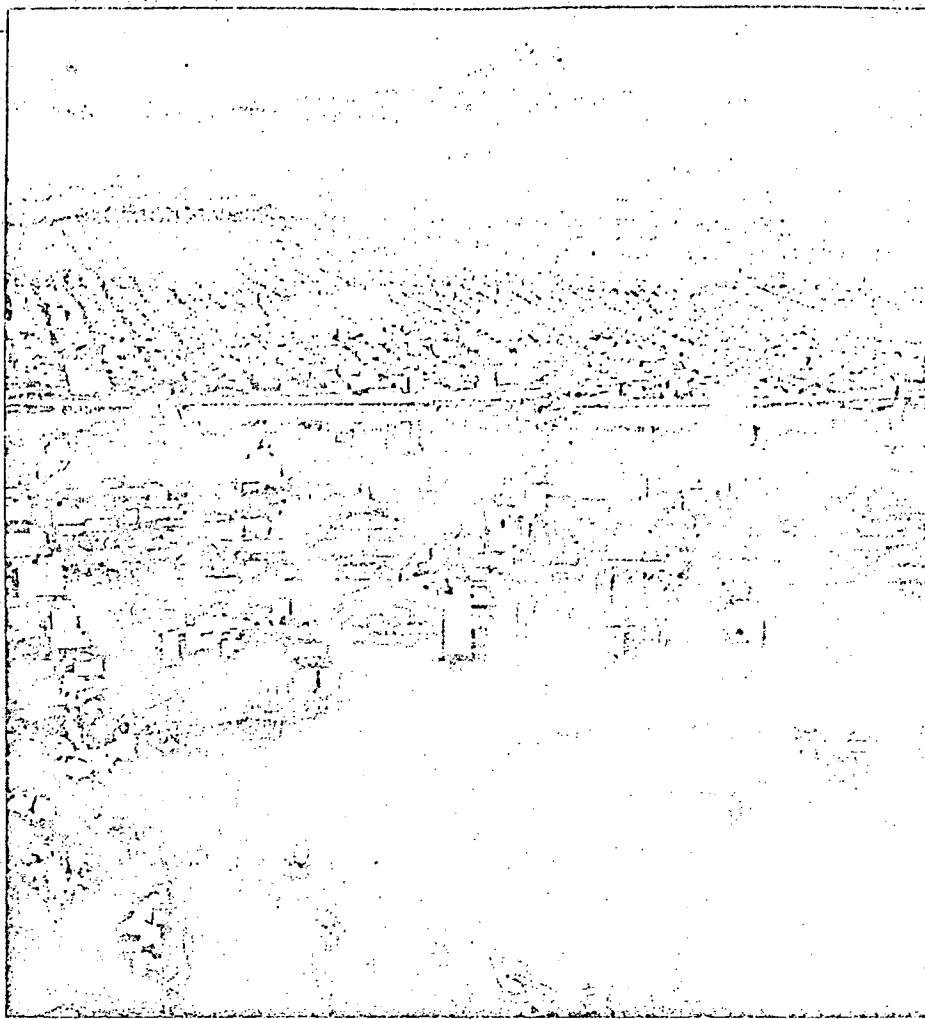
ATC President Trygve Myhren indicated that the memo was distributed without corporate authorization from the MSO. Schwab, the author of the memo, said there was nothing anonymous or underhanded about the memo or the questions raised. "I just wanted some answers," he said.

The memo had no effect on the council, which voted seven-to-two in favor to confirm the award of the franchise to Warner. Warner's \$38.2-million, 1,525-mile system in the city is not the only Warner system in the Cincinnati area. Warner also has the franchise contract for the 195,000 homes in the city's suburbs (Greater Cincinnati). Earlier this month, Warner launched the first 60 channel QUBE system. Much of the QUBE interactive



The council, which more than a year ago in preparing its RFP agreed not to discourage local participation, voted five-to-four to defeat Guckenberger's motion. The council then voted to award the franchise to Warner.

Arnold Bortz, a Warner Amex supporter, had a conflict of interest in the matter. The memo read in part: "On November 26, 1980, city council by a five-to-four vote confirmed its selection of Warner Amex. Less than one week



programming and some locally originated programming will be shared between the city and the suburbs.

### Portland, Oregon

American cable operators stood up and took notice last October when Canadian-based Rogers Cablesystems

(then Canadian Cablesystems) crossed the finish line first in the competition to wire the city of Portland.

In a unanimous 5-0 city council vote, the city designated Cablesystems Pacific, a limited partnership, 50 percent owned by Rogers Cablesystems and 50 percent owned by 41 local

investors, as the company it would negotiate with for the city's 120,000-home franchise.

The Canadians had some tough competition for the franchise. Other applicants included Cox Cable of Portland, Inc., Storer Communications of Portland, and Liberty Communications.

Liberty, a Portland-based company, has a franchise contract for 25 percent of the city's dwelling units in the West Side. The RFP called for a city-wide franchise. Eventually, the city could force Liberty to sell its franchise to the winner of the area-wide competition.

Portland city officials, who had been looking at cable for years, issued a demanding RFP. The city wanted a "total communication" network, placing heavy emphasis on local programming and interactive technology. The franchise war came down to a fist fight between Liberty and Cablesystems, with Liberty going so far as to create an anti-Canadian advertising campaign in the local papers.

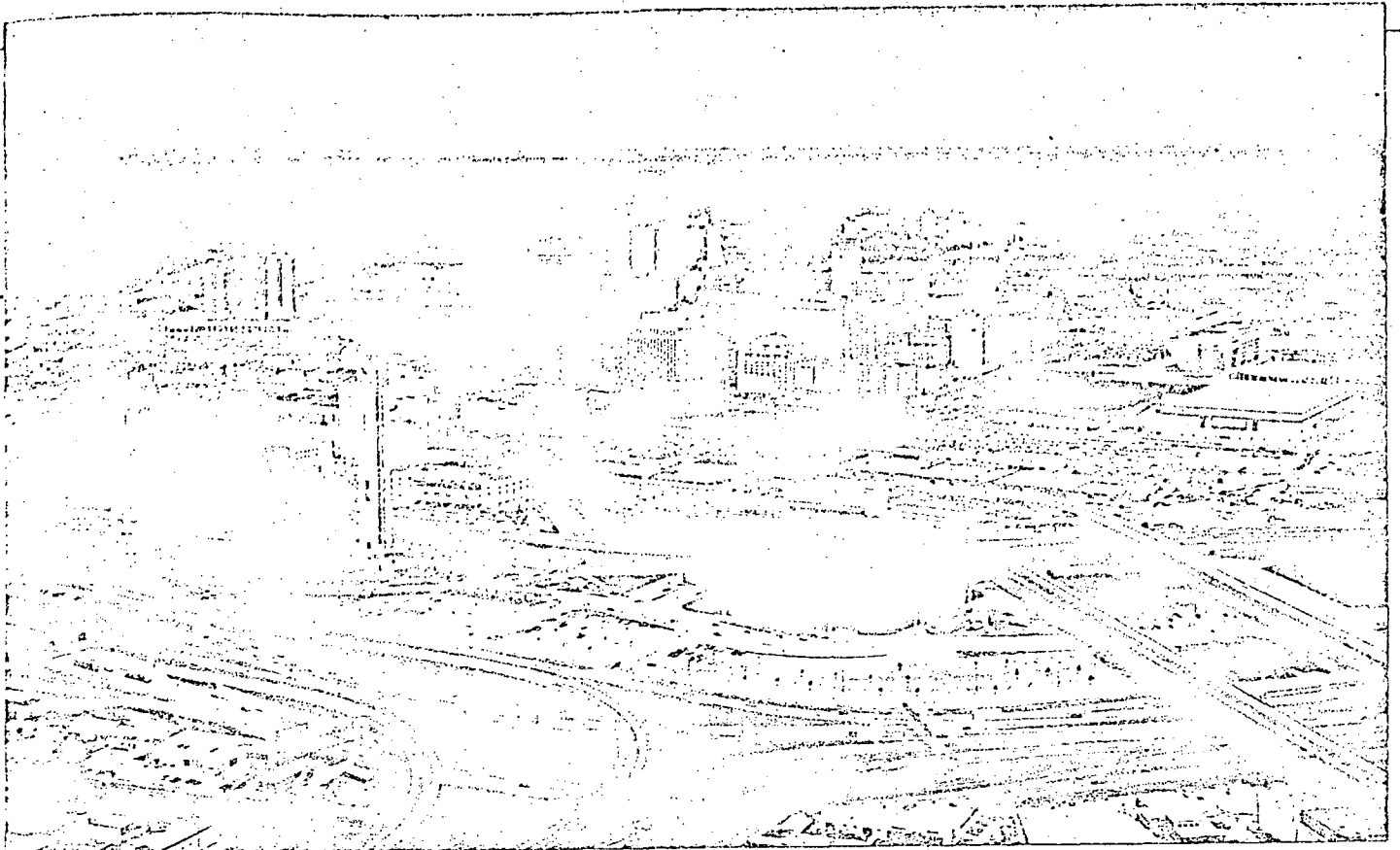
Industry sources attribute Cablesystems' success in Portland to the company's local ownership package. According to one writer, the Canadians "out-localized" Liberty with their 41 local participants.

Going into the council vote, Cablesystems had to be ranked the favorite, with Liberty running a close second.

A turning point in the competition occurred right before the council voted, when Commissioner Midred Schwab got a commitment from Cablesystems to

(Continued on page 321)

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Portland, Oregon	Oct. 1980	Cablesystems Pacific (Rogers Cablesystems)	\$30 million	1,130	120,000	324 MHz (spaced for 400 MHz) triple trunk interactive system	108 channels (institutional network included in system design)
<b>Service Offerings</b>		<b>Inducements Offered By Winning Applicant</b>		<b>Franchise Pro-Payment Fees</b>		<b>Projected Cash Flow In Five Years</b>	<b>Ownership</b>
Tier I	5 access channels Basic Service	Free	■ \$400,000 in equipment and facilities dedicated to community access	\$330,000	\$1,464,000	50 percent owned by Rogers Cablesystems and 50 percent owned by 41 local investors	
Tier II	21 channels "Thrifty" service	\$3.95	■ \$2.7 million in operating support over ten years above and beyond franchise fee				
	HFN	\$3.95					
Tier III	40 channels	\$7.95					
	Show time	\$7.50					
	HBO	\$7.50					
Tier IV	57 channels expandable interactive	\$10.45					
	The Movie Channel	\$7.50					
Tier V	80 channels interactive plus	(to be determined)					



(Continued from page 316)

keep to its proposed "worst instance" rate structure for ten years. None of the other three companies agreed to Schwab's request.

For an estimated \$30 million, the Canadians intend to build a 108-channel, triple trunk 324-MHz system. Almost \$400,000 in equipment and facilities will be dedicated for community programming, with approximately \$2.7 million in operating support over the ten-year contract.

It had been rumored that Liberty was organizing a campaign to force the council's franchise decision to a referendum. But in a strange turn of events, Liberty and Cablesystems,

which attacked each other viciously during the franchise competition, in February announced they had reached a service agreement.

Under the peace terms, Liberty removed its objections to granting the franchise to Cablesystems, adding that it would do all it could to enable the Canadians to initiate construction. The agreement also said that the two companies would share some existing facilities and possibly franchise jointly in some of the unincorporated suburban areas. Commissioner Schwab commented, "I appreciate the mature sense of public responsibility demonstrated by this understanding, which I hope will make the best talents of two highly respected

cable companies available to all our citizens at the least possible cost."

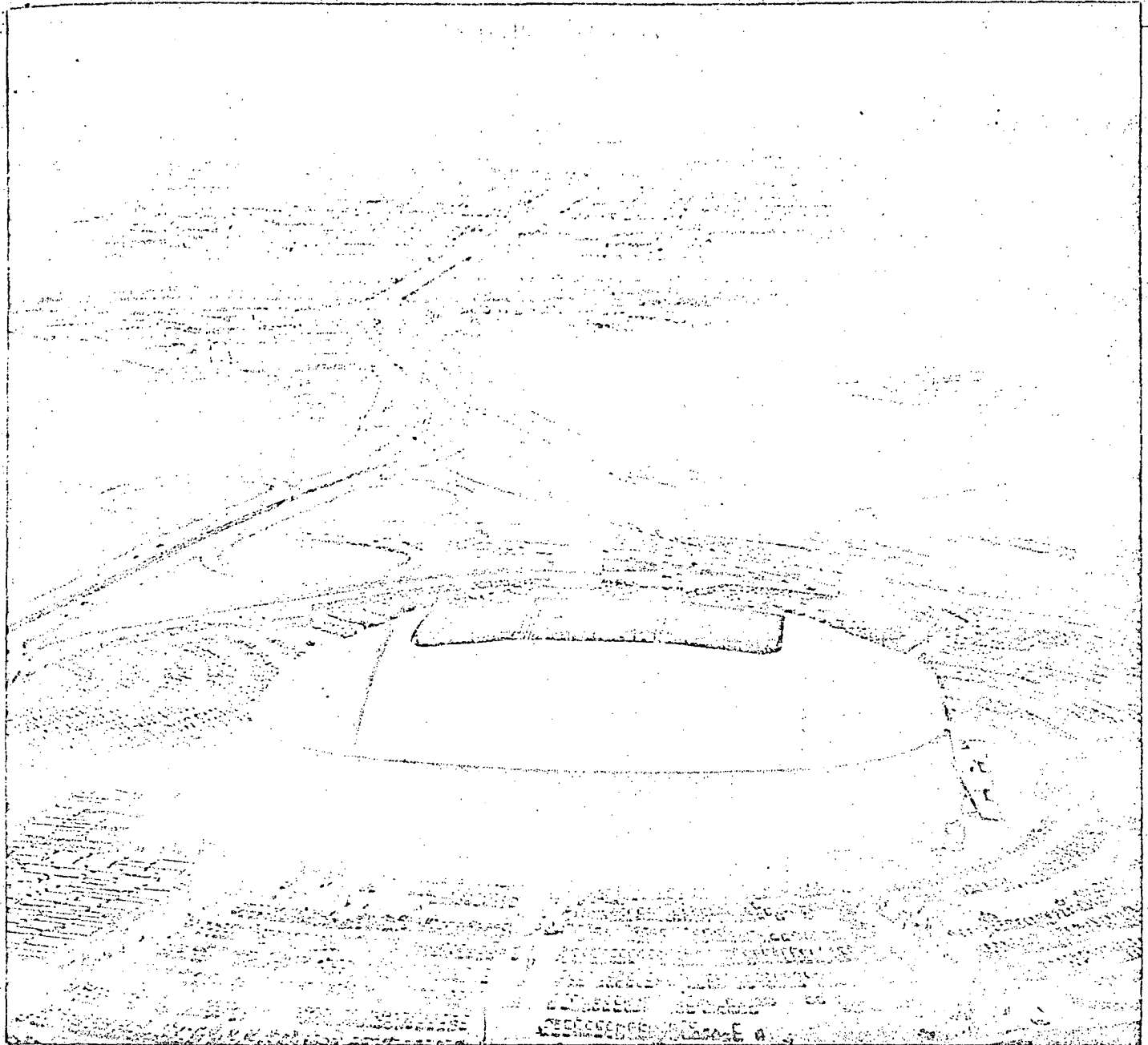
During the competition, the Canadians reportedly made overtures to Liberty management about a possible buy-out. Some observers speculate that the new Liberty-Cablesystems agreement could culminate in that type of relationship.

### Dallas, Texas

"I'm glad it's over," was all Tom James, a Dallas city official, could say about his experience with cable television franchising. The Dallas City Council took great pains to insulate itself from the political pressures associated with the franchise process by relying heavily on the recommendations

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Dallas, Texas	Oct. 1980	Warner Amex Cable Communications of Dallas, Inc.	\$98.9 million	2,360	400,000	354 MHz dual cable, triple trunk interactive system (QUBI)	100 channels (institutional network included in system design)

Service Offerings	Inducements Offered By Winning Applicant	Franchise Pre-Payment Fees	Projected Cash Flow In Five Years	Ownership
<b>Tier I Economy Service</b> 24 channels ..... \$2.95 Family Feature ..... \$4.95 GalaVision ..... \$4.95	<ul style="list-style-type: none"> <li>■ Estimated \$2,144,000</li> <li>■ Five full color studios</li> <li>■ Five additional access centers</li> <li>■ Three color equipped mobile vans</li> <li>■ 20 color portable packages</li> <li>■ 50 portable modulators for origination of programming from any location connected with the institutional loop</li> </ul>	None	\$13,824,000	100 percent owned by Warner Amex
<b>Tier II Full Service</b> 48 channels ..... \$7.50 The Movie Channel ..... \$7.45 Showtime ..... \$7.45				
<b>Tier III Super Service QUBI</b> 80 channels ..... \$9.95 (plus offerings of Tiers I & II)				



of its consultant, Cable Television Information Center, and the city's public utility staff.

But it all went for naught. The Dallas franchise fire burned right through the council's insulation, turning the competition into one of the worst political battles in modern franchising history. The applicants for the city's franchise were Storer, ATC, United, Cox, Sammons and Warner Amex. CHC opened the door for political considerations in its final report, when Harold Horn said that Warner, technically, had the best proposal among the six applicants but that home-town Sammons Communication deserved "serious consideration" because of the low rates offered.

From that point on, the city council could avoid the cable issue no longer. Council reached its decision after four

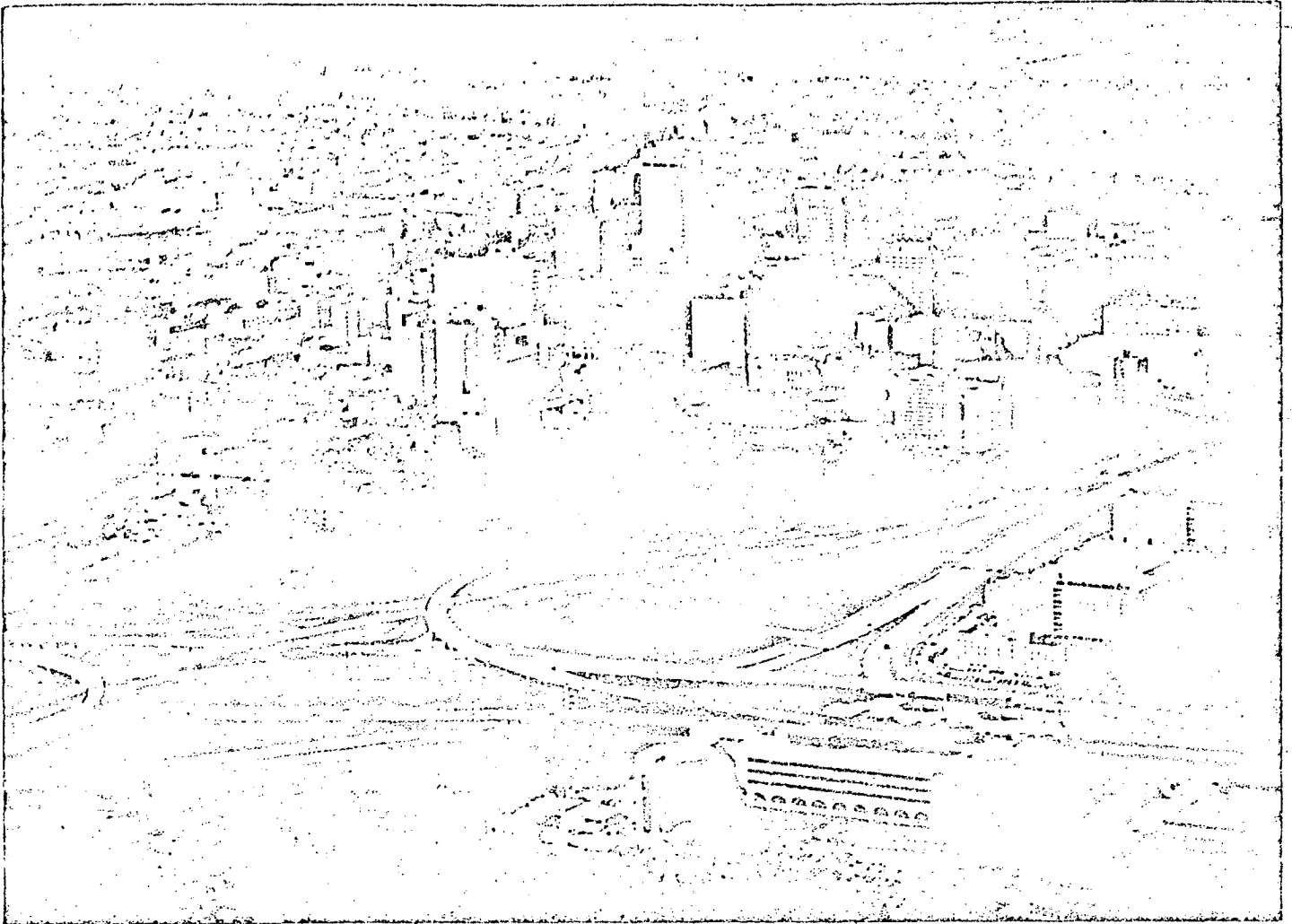
rounds of voting in late October. On the fourth ballot, Warner was awarded the franchise by an eight-to-two council vote. Commenting on the vote, Councilman Steve Bartlett said, "There were some very tough moments in our deliberations. We have a lot of respect for Sammons as a good Dallas company. But as a majority, we felt the franchise should be granted to whichever company presented the best proposal, without regard to where their headquarters are."

Several weeks after the vote, a North Dallas couple, Cherre and Scott Felton, submitted signatures of more than 2,500 qualified Dallas voters to City Hall. Under a 67-year-old state law, any opponent to a city council decision needed only 500 signatures to force a referendum.

Scorned Sammons officials and a

local participant in ATC's bid for the city were tagged by local media as the driving forces behind the referendum campaign. Voter turnout on April 4, 1981, was light, with 41,642 voters casting their ballots in favor of the Warner Amex award and 14,169 voting against it. "It was an overwhelming display of common sense," said Gustave Hauser, chief executive officer of Warner Amex.

Several weeks before the Dallas referendum, the Fort Worth city council was scheduled to make its franchise award. Sammons was the leading contestant. Many believe that the outcome of the Fort Worth competition had a direct effect on what was to transpire next in Dallas. Sammons won in Fort Worth. Had the company lost, some speculate Sammons would have mounted a meaningful media campaign



to convince Dallas voters to overturn the city's franchise decision. Warner's media campaign, using TV and local press to urge voters to support the council's decision, went virtually unopposed.

Because of the unpleasant experience in Dallas, state legislators were motivated to change the 67-year-old state law concerning challenges to a city council decision. Today, in order to

bring a council decision to referendum, petitions with signatures representing ten percent of the qualified voters who voted in the last general election are required.

Warner intends to build a \$98.9-million, dual-cable, 354-MHz system which will eventually pass 400,000 homes when completed. The system requires 2,350 miles of cable plant and will have a capacity of 100 channels.

### Omaha, Nebraska

Of late, Cox Cable has been the only company giving Warner a run for the money and cable homes in the major markets. In Omaha, Cox outlasted Warner Amex, United, Heritage, ATC and Cablecom for the city's cable franchise.

On August 19, 1980, Omaha city officials awarded their franchise to the

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Omaha, Nebraska	Sept. 1980	Cox Cable TV of Omaha, Inc.	\$36.9 million	1,095	125,000	440 MHz dual trunk	108 channels (institutional network included in system design)
Service Offerings		Inducements Offered By Winning Applicant	Franchise Pre-Payment Fees	Projected Cash Flow In Five Years	Ownership		
Tier I 17 channels	Free	<ul style="list-style-type: none"> <li>■ One local origination studio</li> <li>■ Four access studios</li> <li>■ Two mobile vans</li> <li>■ Capital investment over ten year period for local origination and access production facilities totals \$1.8 million</li> <li>■ \$251,000 in production to various colleges, universities, and hospitals throughout Omaha (Cox will also commit a ten year local origination budget of \$5.4 million)</li> </ul>	None	\$5,854,000	80 percent owned by Cox and 20 percent owned by eight local investors		
Tier II 28 channels	\$5.95						
Showtime	\$6.95						
HBO	\$6.95						
Cinemax	\$6.95						
Tier III 54 channels plus premium selections	\$7.95						
Tier IV 54 channel plus 12 text service	\$8.50						
Tier V 54 channels plus 54 text services plus interactive services	\$10.95						

Atlanta-based MSO by a vote of five to nothing, with two abstentions. And unlike cities that awarded franchises over the last year, Omaha's construction plans have not been hampered by referendum, litigation or other tactics designed to slow down completion of the system.

Development plans for construction of Cox's system are on target, and completion of the approximately 1,100 miles of plant is expected within 34 months. Cox will build a dual trunk, 400-MHz, 108-channel system to serve Omaha's 125,000 households. The system will cost about \$36.9 million to construct.

A highlight of the Cox bid was the INDAX interactive package. Cox originally planned to use TOCOM's 55 Plus equipment for INDAX. Just recently, however, Cox signed a contract with Oak Industries for delivery of an adapted version of Oak's Dimension II interactive equipment. As a result, Oak will supply the converters and software for Cox's two-way interactive systems for Omaha as well as New Orleans.

"The deal is worth upwards of \$15 million, and looking at the Omaha and New Orleans markets, the deal could be worth \$40 million," said Gary Tjaden, vice president of engineering and technology for Cox. The MSO had gone as far as to place an order with TOCOM for 10,000 units of the 55

Plus equipment for Omaha. When asked why Oak got the nod over TOCOM, Cox's Tjaden said, "They just offered us a better deal in the process of negotiating and working out the design of the system."

Cox is offering five tiers of service ranging from 17 channels at no monthly charge to a \$10.95 top tier that will feature a wide array of pay TV offerings, plus Cox's two-way interactive Indax system.

Among the eight major franchises covered here, only Cablesystems Pacific in Portland and Cox in Omaha offer a free basic package. Cablesystems is offering five access channels free on its first tier. Cox has 17 basic channels to give away to subscribers. The "free" service package is predominantly "must carry" local signals and access programming.

In Omaha, Cox has committed capital investment in the \$1.8-million range for equipment and facilities over a ten year period for local origination and access programming. It has promised approximately \$251,000 in program development funds for various colleges, universities and hospitals.

### Pittsburgh, Pennsylvania

It is in the city of three rivers that Warner Amex gave birth to the "rent-an-institution" approach to local ownership that carried them to victory here and later in Cincinnati. On January

30, 1980, the Pittsburgh city council voted 8-1 to award its franchise contract to Warner over several other applicants, including Teleprompter, ATC and Telecommunications Inc.

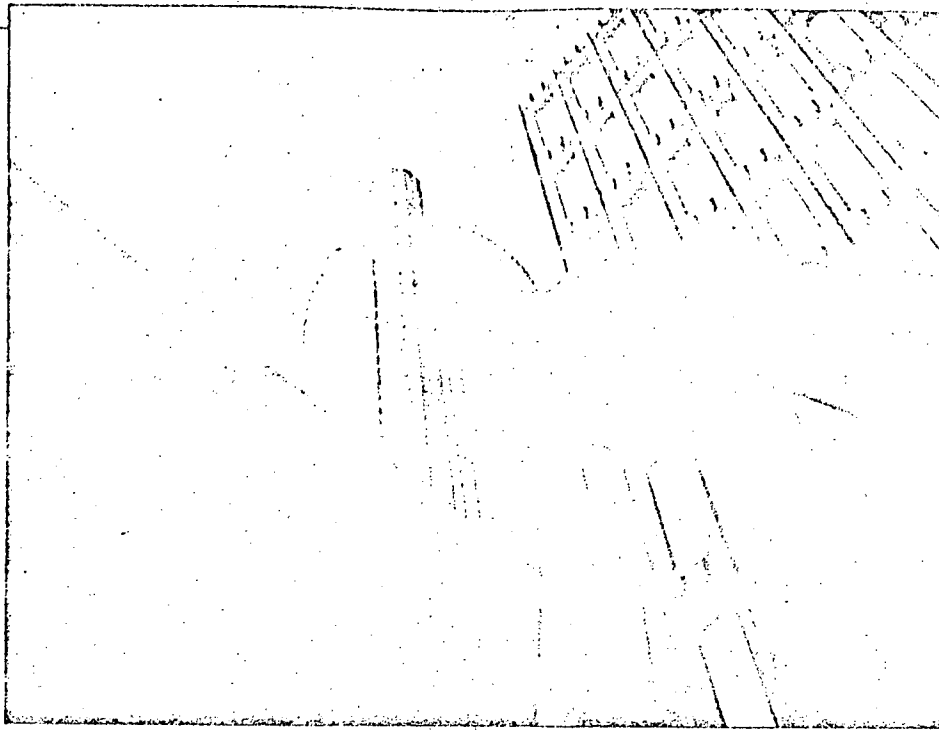
Several companies concentrated on mustering political clout in the city by signing up powerful individual local investors. On the other hand, Warner decided to distribute 20 percent ownership of its system among 17 different minority organizations.

The strategy was good enough to help Warner win the favor of the city council, but not of some of its competitors. Several months after the award, Three Rivers Cablevision (a subsidiary of ATC) filed suit in Federal District Court against the city of Pittsburgh, the city council, the mayor and Warner Amex Cable Corp., claiming that Warner was awarded the franchise despite material deficiencies in its bid, "as a result of a preconceived and unlawful preference."

While attorneys for both companies were out obtaining depositions from city officials, Warner proceeded with its construction schedule. On December 31, 1980, Warner activated the first subscribers, almost one year after the award of the franchise.

Before U.S. District Court Judge Gustave Diamond could pound his gavel and begin hearing arguments in the case, ATC and Warner announced that they had reached an out-of-court

City	Date Awarded	Company Awarded Franchise	Estimated Cost	Total Miles of Plant	Homes Passed	Type of System	Channel Capacity
Pittsburgh, Pennsylvania	Jan. 1980	Warner Amex Cable	\$36.7 million	700	181,000	354 MHz dual cable, triple trunk interactive system (QUBE)	78 channels (institutional network included in system design)
Service Offerings		Inducements Offered By Winning Applicant	Franchise Pre-Payment Fees	Projected Cash Flow In Five Years	Ownership		
Tier I			None	\$6,910,000	80 percent owned by Warner Amex and 20 percent owned by 17 Pittsburgh minority organizations.		
17 channels (converter provided)	\$5.35	<ul style="list-style-type: none"> <li>■ (\$3.32 million for studios and equipment)</li> <li>■ \$1.16 million for exclusive community use</li> </ul>					
Tier II							
22 channels	\$5.45	<ul style="list-style-type: none"> <li>■ \$236,000 for equipment and servicing a government TV studio facility located in the City County building</li> <li>■ \$200,000 grants made to the city to be used at its discretion in achieving goals of community communications</li> <li>■ \$165,000 in Honorarium for assistance in presenting community programming</li> <li>■ Two mobile vans</li> <li>■ Five color TV equipment studios</li> <li>■ Warner will provide Christian Associates of Western Pennsylvania with a full time channel and over \$60,000 in equipment for use in the production of local religious programming</li> <li>■ Senior citizens receive 15 percent discount of cable services</li> </ul>					
Lake 2*	\$3.95						
Tier III							
32 channels	\$6.45						
The Movie Channel	N.A.						
Tier IV							
50 channels	\$7.45						
HBO	\$6.95						
The Movie Channel	N.A.						
Lake 2*	\$3.95						
Tier V QUBE							
60 channels	\$9.45						
variable pricing for pay per view programs and events; plus pay selections.							
(*Lake 2 no longer exists and is normally replaced by Cinemas)							



settlement. The only stumbling block turned out to be the signing of release forms by city councilpeople guaranteeing they would not file any lawsuits against ATC. Some councilpeople had threatened retaliatory legal action against ATC. It is estimated that between 20 and 30 depositions were

taken. Legal fees and other expenses for both companies could reach \$450,000 each.

Just when Warner thought it was home free, another legal obstacle appeared. The American Civil Liberties Union, representing three persons, filed suit against the city of Pittsburgh,

seeking to void the contract between the city and Warner. The ACLU claims the franchise contract is unconstitutional, because it violates the separation of church and state. The contract provides that Warner give Christian Associates of Western Pennsylvania a full-time channel, along with over \$60,000 in equipment for use in the production of local religious programming.

The ACLU alleges that the association discriminates against certain groups, excluding them from membership. Christian Associates represents 22 church bodies, comprising 2,260 congregations in nine counties. Its membership includes the Roman Catholic Church, Orthodox Christians, and Protestant organizations.

**W**hile the court ponders this new cable-related legal problem, Warner will continue building its triple-trunk 354-MHz interactive system. The system will eventually pass 181,000 homes at a cost of \$36.7 million. Warner's system, which offers five tiers of service, will have a 78-channel capacity plus QUBE, Warner's two-way interactive system.

—Hugh Panero

12/18/80 10:00 AM

MEMO FROM . . . .

W. R. Freeman

*City Clerk*

June 18, 1981

To: Members, Board of Supervisors  
Members, Sacramento City Council

Attached is information on another cable television convention. This one deals with access and is sponsored by the National Federation of Local Cable Programmers.

I am planning to attend the convention because access is one of the major issues. My purpose in sending the program to you is twofold:

1. To enable you to determine if you wish to attend.
2. To see if there are any particular sessions about which you would like information. I can attend or purchase a tape of the session.

Please let me know of any special interests you may have relative to convention sessions.

*WRF*

WILLIAM R. FREEMAN  
Assistant County Executive

WRF:emw  
Attachments  
cc: Lee Elam  
Jim Jackson  
Mac Mailes

The NFLCP  
is pleased to present

**MR. RALPH LEE SMITH**

this year's Keynote speaker.

Mr. Smith has been involved for a decade in civic, cultural, and educational applications of new communications technology. At the Mitre Corporation, he was involved in studies of the pioneer videotext system T.I.C.C.I.T., and also in a major study of urban cable systems funded by the Markle Foundation. From 1973-1976, Mr. Smith was Associate Professor in the School of Communications at Howard University. Returning to consulting, Mr. Smith served a number of clients including the National Telecommunications and Information Administration (NTIA), the Office of Technology Assessment of the U.S. Congress, the National Academy of Sciences, and the American Association of State Colleges and Universities. He is the author of THE WIRED NATION, a telecommunications primer for college professors, and many other books and articles in the telecommunications field. In October of 1980 Mr. Smith joined the Bertman Group, a telecommunications consulting firm, as the Director of Policy Planning and Studies.

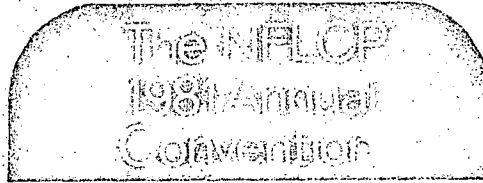
Many more speakers to be announced!

## About the NFLCP

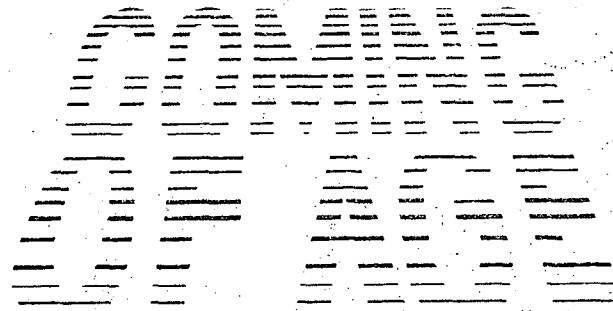
Since its organization in 1976, the NATIONAL FEDERATION OF LOCAL CABLE PROGRAMMERS has been promoting citizen participation in cable television. By discovering and assisting users of local channels, facilitating the exchange of information between these users, and encouraging innovative programming ideas among community access centers, the NFLCP seeks to ensure continued public access to the television medium.

The National Federation of Local Cable Programmers endorses the Equal Rights Amendment and recognizes the efforts of the City of Atlanta towards ratification and passage of the E.R.A. by the State of Georgia. We regret that the State of Georgia has not yet ratified that amendment, which states that "equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex."

Atlanta, Georgia  
invites you to



# ACCESS



**ATLANTA BILTMORE HOTEL**

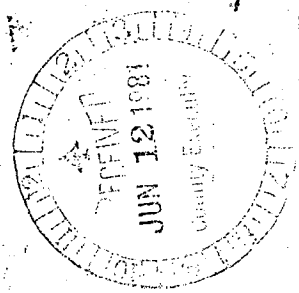
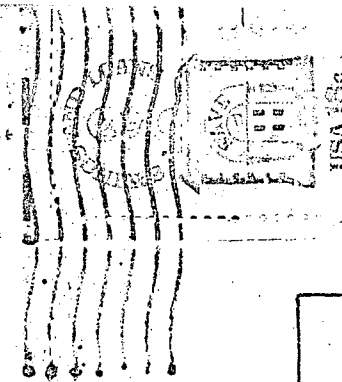
July 9-12, 1981

## PRECONVENTIONS:

JULY 8, 1981

**THE EMERGING ROLE  
OF THE COMMUNITY  
PROGRAM ADMINISTRATOR  
LOW POWER TELEVISION**

Sponsored by:  
National Federation of Local Cable  
Programmers  
National Endowment for the Arts



BILL FREEMAN  
Rm 7650  
County Admin. Bldg  
700 H St.  
Sacramento, CA 95831

Cindy Kuper, Coordinator  
1981 NFLCP Annual Convention  
P.O. Box 7013  
Atlanta, Georgia 30357

PLEASE POST OR CIRCULATE

# WORKSHOPS

The panels listed here are tracked so that the attendee can select a track and stay with it through the entire convention or can choose to move between tracks. All capital letters correspond to a track. The tracks offered are:

- A. Beginning Access
- B. Franchising and Renegotiation
- C. Integrating your Programming
- D. School and Library Channels
- E. Government Utilization
- F. Arts and Independent Producers
- G. Future Technology/Policy
- H. Advanced Track

In addition to the above, we have included ten Basic Education workshops to run concurrently with the regular sessions on Thursday and Friday. These mini-sessions are offered as general introductory workshops on topics to be covered in the more advanced sessions. Please note that these sessions are listed in groups of two per concurrent in numerical order from one to ten, and appear under the regular session as they are scheduled in the listing below.

## Concurrent I—Thursday, July 9th, 2:00-3:30 p.m.

- A. How To Establish A Non-Profit Access Organization
- B. Basics Of The Franchising Process
- C. Atlanta: Urban Access
- D. Planning And Utilizing Institutional Networks
- E. Government Access Programming: What's Being Done?
- G. Telecommunication Policy and The Consumer
- H. Is Cable A Common Carrier Or Ancillary To Broadcast: The Academic Perspective

Basic Education  
 1. 2:00-2:45 How A Cable System Works  
 2. 2:45-3:30 Policy Summary

## Concurrent II—Thursday, July 9th, 3:45-5:15 p.m.

- A. Close Up On Access Models
- B. Cable Ownership Options
- C. Programming For Two-Way TV
- D. Educational Access: Are There Innovations?
- F. Arts Programming On Public, Leased, And Dedicated Access Channels
- G. Deregulation: Is California's Trade-Off Working For Access
- H. Is The Access Philosophy Of The 70's Valid For The 80's

Basic Education:  
 3. 3:45-4:30 Basic Copyright  
 4. 4:30-5:15 Advanced Copyright

## Concurrent III—Friday, July 10th, 9:30-11:00 a.m.

- A. Access Equipment Packages: Too Much Or Not Enough?
- B. The 1980 Franchises: Can They Be Enforced?
- C. Plugging National Organizations And Resources Into Local Programming
- D. Information Distribution Via Cable
- E. Cable Commissions: Advisors and/or Regulators
- F. Access and Social Change
- G. Coordinating Telecommunications Regionally

Basic Education:  
 5. 9:30-10:15 Is Cable Interconnection Possible In My Town?  
 6. 10:15-11:00 Satellites: How They Work

## Concurrent IV—Friday, 11:15-12:45 p.m.

- B. Citizen's Involvement In Franchising—Before, During and After
- C. Who Watches Access And How To Program The Channels
- D. Institutional Programming For Community Outreach
- E. The Role Of The City Cable TV Officer: Programmer or Regulator
- F. Ethnographic Programming
- G. Leased Access: What Are The Issues?
- H. Ultimate Access: Strategies For The Future

Basic Education:  
 7. 11:15-12:00 Text Services  
 8. 12:00-12:45 Computers

## Concurrent V—Friday, 2:45-4:15 p.m.

- A. Organizing Public Access Operations: What Works And What Doesn't
- B. How To Regulate Franchises
- C. Close Up On Narrowcasting
- D. Higher Education And Cable
- E. Ethics And Municipal Access
- F. Independents In Access
- G. Is The Hardware Ready For The Services Promised?
- H. Careers In Community Programming: The Right Person For The Right Job

Basic Education:  
 9. 2:45-3:30 Is Two-Way Video Interactive Possible In My Town?  
 10. 3:30-4:15 Low Power TV

## Concurrent VI—Saturday, July 11th, 9:00-10:30 a.m.

- A. Strategies For Success In Community Outreach
- B. Needs Ascertainments
- C. Cable Radio
- D. Kids And Cable
- F. Networking And Producer's Rights: Is There An Answer For Independent Distribution On Cable?
- G. Women In Cable
- H. Grass Roots Computer—Local Programmers And Microcomputers

## Concurrent VII—Saturday, 10:45-12:00 noon

- A. Close Up On Narrowcasting
- B. Renegotiation: A New Realm
- C. Integrating Satellite Programming With Local Access
- D. Institutional Sponsorship Of Access Centers
- E. Educating The City Staff About Cable
- G. The Next Tech Interphase: Local Programmers And Low Power TV
- H. Is Using Cable Cost Effective: The Facts And Figures On Dollar Saved?

\* Indicates that this session will break into smaller, specific interest groups after a 5-10 minute introduction by the panelists.

# PRE-CONVENTIONS

These one-day pre-conventions are designed as in-depth "nuts and bolts" training seminars to supplement the information to be covered in the three-day convention. Lunch will be provided.

## THE EMERGING ROLE OF THE COMMUNITY PROGRAM ADMINISTRATOR

An intensive seminar for cable program directors and access coordinators. Participants are encouraged to share ideas, videotapes, experience, and, if available, to bring samples of their operation's rules and procedures, equipment packages and program schedules for informal exchange.

Session topics include:

**Effective Operations Management:** Information on general operation techniques for local origination and community facilities including scheduling, videotape cataloging, operating rules and procedures, time management, and utilization of small computers.

**Programming:** Discussions will include available programming and how to incorporate it with existing local programs, program acquisition, uses of local channels including local origination, community, educational, and municipal and special service operations.

**Integrating New Technologies and Interactive Services:** An examination of successful systems from across the nation, how this technology could work in your operation.

**Promoting and Funding Local Operations:** Information on cost-effective ways to promote programming and activities. Sources of funding will be explored including advertising, how to get it and make the most of it in budget management.

Small group sessions will take place in these specific interest areas:

**Getting the Most for Your Dollar:** Extending the budget through the use of community resources. Discussions ranging from utilizing volunteers to low-cost set and studio production.

**Developing Support Relations Between System Managers and Corporate Personnel:** Improving managerial perspectives in local programming.

**Equipment and Studio Design:** Samples of studio design and equipment packages will be examined.

**Speakers will include:** Nancy Bicknell, David Hoke, George Stoney, and Jean Rice.

**For more information** on The Emerging Role of the Community Program Administrator pre-convention, contact Nancy Bicknell, c/o Arlington Cable Systems, 81 Mystic St., Arlington, Mass., 02174, telephone (617) 643-5252.

## LOW POWER TELEVISION SEMINAR

An illuminating discussion about the current situation, and how a non-commercial applicant can apply. We will review the entire application, and discuss waivers, exhibits, and engineering.

Session topics will include:

**Introduction to Low Power Television:** What it is, what it can be, what you must do to get one, and how they might interconnect.

**Application Development Session:** In-depth exploration of the application for newcomers, solutions to specific problems for those already in process, suggestions to strengthen the applications already filed.

**What to Expect In Mutually Exclusive Situations:** What will be the FCC's definition of Mutually Exclusive (MXed) situations? Will the FCC resolve MXed situations by—what means? How long and expensive will the process be? How can we prepare?

**On-air Station Programming, Financial, and Operations Possibilities:** What sources exist? Which can we develop together?

**Speakers will include:** Pat Watkins and Joan Gudgeon of the NFLCP Low Power Hotline, Perry Teasdale, from the Television Center in Washington, D.C., Michael Covens, former chairperson of the FCC's Low Power TV Inquiry, John Schwartz, former General Manager of KBDI-TV in Broomfield, Colorado.

**For more information** on the Low Power Television pre-convention: contact Pat Watkins at the NFLCP Hotline, 1314 14th Street, NW, Washington, D.C., 20005, telephone (202) 797-3660.

### ACCESS: COMING OF AGE

- Hometown U.S.A. Video Winners
- The Annual George Stoney Award Presentation
- Delegates' Meeting
- Over 100 speakers and panelists

# CONVENTION AGENDA

## Tuesday, July 7, 1981

- 9:30- 5:00 p.m. NFLCP Board of Directors meet
- 7:00-10:00 p.m. Welcome reception/registration for pre-convention seminars

## Wednesday, July 8, 1981

- 8:30- 9:15 a.m. Registration/hospitality for pre-convention seminars
- 9:30-12:45 p.m. pre-convention seminars meet
- 1:00- 2:00 p.m. Lunch in the Biltmore Center for pre-convention attendees
- 2:00- 6:00 p.m. pre-convention seminars (con't)
- 7:00-10:00 p.m. NFLCP Delegates orientation/reception

## Thursday, July 9, 1981

- 8:30-12:00 p.m. Delegates meet/registration for convention
- 1:00- 1:45 p.m. Welcome/Opening Address
- 2:00- 3:30 p.m. 1st track of concurrent sessions
- 3:45- 5:15 p.m. 2nd track of concurrent sessions
- 5:30- 7:00 p.m. Dinner (on your own)
- 7:00-10:00 p.m. Welcome reception/registration for convention
- 7:00-10:00 p.m. Exhibitors reception in the Georgia Ballroom

## Friday, July 10, 1981

- 8:30- 9:15 a.m. Registration/hospitality
- 9:30-11:00 a.m. 3rd track of concurrent sessions
- 11:15-12:45 p.m. 4th track of concurrent sessions
- 1:00- 2:30 p.m. Lunch (on your own)
- 2:45- 4:15 p.m. 5th track of concurrent sessions
- 4:30- 5:30 p.m. Special caucus meetings
- 6:30- 9:00 p.m. Keynote Address Dinner/Presentations of George Stoney Awards

## Saturday, July 11, 1981

- 8:30- 9:00 a.m. Hospitality/registration
- 9:00-10:30 a.m. 6th track of concurrent sessions
- 10:45-12:00 p.m. 7th track of concurrent sessions
- 12:15- 2:00 p.m. Luncheon buffet/presentations of Hometown Video U.S.A. Awards
- 2:15- 4:30 p.m. Tours
- 4:30- 6:30 p.m. Tours/special caucus meetings
- 7:00- 9:30 p.m. Dinner (on your own)
- 9:30- til?? Party and live entertainment

## Sunday, July 12, 1981

- 10:00-12:15 p.m. Brunch/wrap-up panel discussion
- 12:30- 2:30 p.m. NFLCP Delegates meet

# HOTEL INFORMATION

**Atlanta Biltmore Hotel:** 817 West Peachtree Street. Phone: 404/881-9500. Rates: \$32 single, \$40 double, \$8 per additional person. Please use the enclosed registration card for the Atlanta Biltmore.

**Atlanta Cabana Motor Hotel:** 870 Peachtree Street. Phone 404/875-5511. Located one block behind the Biltmore. Rates: \$26 single, \$30 double, \$4 per additional person. Please use the enclosed registration card for the Atlanta Cabana.

**Atlanta Hilton Hotel:** 255 Courtland and Harris Streets. Phone: 404/659-2000. Located 1/3 mi. south of the Biltmore. Rates: Singles start at \$57.00, doubles \$77, \$20 per additional person.

**Hyatt Regency Hotel:** 265 Peachtree St. Phone: 577-1234, or toll-free, 1-800-228-9000. Located 1/4 mi. south of the Biltmore. Rates: Singles start at \$59, doubles, \$79, \$20 per additional person.

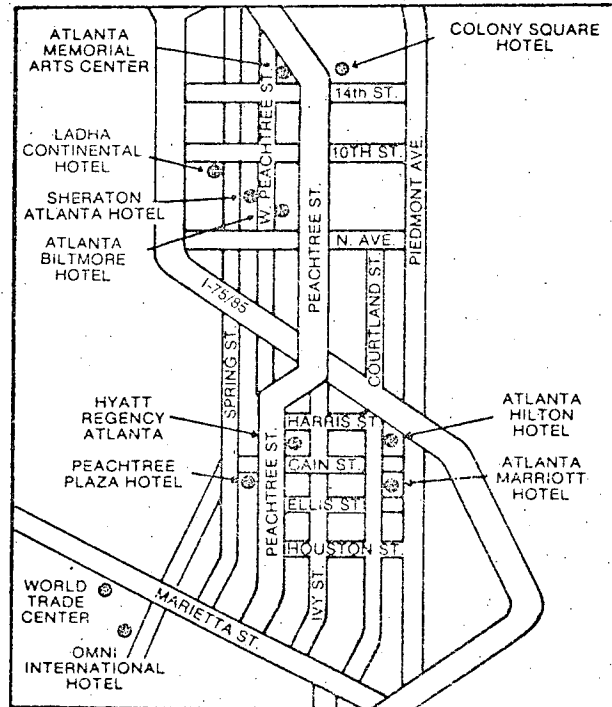
**Ladha Continental Hotel:** 100 - 10th St. Phone: 404/892-6800. Located 4 blocks north of the Biltmore. Rates: \$39 single, \$45 double, \$8 per additional person.

**Atlanta Marriott Hotel:** Courtland and International Blvd. Phone: 659-6500, or toll-free at 1-800-228-9290, 1/3 mi. south of the Biltmore. Rates: Singles start at \$59, doubles \$73, \$14 per additional person.

**Master Hosts Inn—Midtown:** 1152 Spring St., NW. Phone: 404/875-3511. Located 1/4 mile north of the Biltmore. Rates: \$28 single, \$33 double, \$5 per additional person.

**Peachtree Plaza Hotel:** Peachtree at International Blvd. Phone: 404/659-1400. Located 1/3 mi. south of the Biltmore. Rates: Singles start at \$69, doubles at \$87, \$18 per additional person.

**Sheraton Atlanta Hotel:** 590 West Peachtree St., NW. Phone: 404/881-6000, or toll free at 1-800-325-3535. Located 3 blocks south of the Biltmore. Rates: \$58 single, \$70 couple, \$12 per additional person.



# ADDITIONAL INFORMATION

## Accommodations:

There is a limited amount of "sleeping bag" space and possibly dormitory space available. Please indicate on the registration form if you are interested in low-cost housing.

## Meeting Space:

Our convention will provide a unique opportunity for sharing ideas and information with individuals and experts in the cable interest area. There will be ample meeting space available on a first-come, first-served basis for planned or spontaneous group gatherings. Check your convention program for specific times and locations.

## Press:

We will have a press room set up for interviews with convention attendees, speakers, and members of the press. There are a limited number of press passes available—contact Cindy Kuper at 874-8000, extension 391.

**Scholarships:** There are a limited number of reduced scholarship registrations available for qualified individuals. These reduced rates do not include all food functions, but there will be a few meal tickets for purchase at the registration desk. If you would like to apply for a scholarship registration, please send a letter of request including criteria to justify your need to Cindy Kuper at the return address. Students please include your Social Security number and school or college information.

## Transportation and Parking:

The Atlanta Airport Shuttle serves all hotels and motels in the Atlanta area and beyond. A shuttle bus leaves the airport terminal every 20 minutes. Cost: \$4.50 per person. Telephone: 404/525-2177.

Atlanta also has a very reliable and accessible public transportation network, MARTA, for 50¢ per ride. The number 23 MARTA bus route goes right by the Biltmore Hotel, as well as many other hotels on Peachtree Street downtown, and West Peachtree Street (and then back on to Peachtree all the way to Roswell, Georgia). The number 10 MARTA bus serves Peachtree Street from downtown to 16th Street, including the small strip of Peachtree not serviced by the No. 23.

There is a public parking lot directly adjacent to the Biltmore for \$1.00 all day. Parking at the Biltmore is \$1.00 for registered guests, \$4.00 for visitors.

## ACCESS: COMING OF AGE

brings together the history of access system models and the knowledge of cable experts to provide a comprehensive view of past, present and potential access.

## FOR MORE INFORMATION,

contact Cindy Kuper, Convention Coordinator, P.O. Box 7013, Atlanta, GA 30357, telephone 404/874-8000, extension 391.

MAIL TO: **THE ATLANTA CABANA MOTOR HOTEL**  
 870 PEACHTREE STREET, ATLANTA, GEORGIA 30308  
 PLEASE RESERVE FOR:

Print or Type

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 SHARING ROOM WITH \_\_\_\_\_

SIGNATURE \_\_\_\_\_  
 Reservations will be held until 6:00 p.m. unless guaranteed or covered by deposit.  
 Check out by 12 noon.  
 Please circle preferred Accommodations.

NATIONAL FEDERATION OF LOCAL CABLE PROGRAMMERS	SINGLE (one person)	DOUBLE or TWIN (2 persons)	TRIPLE (3 persons)	OTHER
	\$26	\$30	\$34	\$38

ARRIVAL DATE \_\_\_\_\_ for \_\_\_\_\_ NIGHTS  
 Check one:  
 BEFORE 6 p.m. or  
 GUARANTEED (Charge to):  
 MC  VISA  AMEX   
 No. \_\_\_\_\_ Expires \_\_\_\_\_  
 RESERVATIONS MUST BE RECEIVED BY 6-22-81

MAIL TO: **ATLANTA BILTMORE HOTEL**  
 817 WEST PEACHTREE ST., N.E., ATLANTA, GEORGIA 30308

**ROOM RATES** (Circle your choice)  
 NATIONAL FEDERATION OF LOCAL CABLE PROGRAMMERS (NFLCP)  
 \$32.00 Single \$48.00 Triple  
 \$40.00 Double \$56.00 Quad.

If requested rate not available, nearest rate will apply.

**Reservations**  
 Above special rates are available with this card only. Reservations are required three weeks prior to above date. Reservations received thereafter will be accepted on a space available basis only. Accommodations not claimed by 5:00 pm Atlanta time on arrival date will be released unless a one night's deposit or Credit Card guarantee has been made. Children under 18 free if occupying room with parent.

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Arrival Date \_\_\_\_\_ Hour \_\_\_\_\_ Departure by 1:00 pm-Date \_\_\_\_\_  
 If arrival after 6:00 pm,  1 night deposit enclosed  Charge Credit Card  
 MC  Diners  Visa  AE No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Sharing Room with \_\_\_\_\_

**REGISTRATION FORM:** Complete and mail with check or money order (payable to the National Federation of Local Cable Programmers) to: NFLCP 1981 Convention, c/o Cindy Kuper, P.O. Box 7013, Atlanta, Georgia 30357.



FOR OFFICE USE ONLY

NAME \_\_\_\_\_ COMPANY OR ORGANIZATION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_  
 TELEPHONE day ( ) \_\_\_\_\_ evenings ( ) \_\_\_\_\_

CURRENT MEMBER  NON-MEMBER

**1981 CONVENTION FEES:**

- \$85.00 Full Convention
- \$70.00 NFLCP Members
- \$20.00 Thursday Only
- \$40.00 Friday Only
- \$40.00 Saturday Only
- \$20.00 Sunday Only
- Send me scholarship information.  
 (Enclose letter of request with criteria justifying need; students include social security number and school information.)

**PRE-CONVENTION FEES:**

- The Emerging Role of the Community Program Administrators**
- \$60.00
  - \$50.00 Members/Full Convention Registrants
- Low Power Television Seminar**
- \$60.00
  - \$50.00 members/full convention registrants

SOCIAL SECURITY NUMBER \_\_\_\_\_  
 (for students only)

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

WORKSHOP PREFERENCES: Please indicate 1st and 2nd choices for each session.

I. \_\_\_\_\_ II. \_\_\_\_\_ III. \_\_\_\_\_ IV. \_\_\_\_\_ V. \_\_\_\_\_ VI. \_\_\_\_\_ VII. \_\_\_\_\_

Dietary restrictions: \_\_\_\_\_

- Child care needed: \_\_\_\_\_ How many \_\_\_\_\_ Ages, \_\_\_\_\_ Days (available 9 a.m. - 6 p.m.)
- I will bring videotapes: Format \_\_\_\_\_
- I will bring literature (500 copies suggested)
- I am staying at the Atlanta Biltmore Hotel
- I am staying at the Atlanta Cabana Hotel
- I would like information on low-cost housing