SPECIAL MEETING

SACRAMENTO CITY COUNCIL

I HEREBY CALL Special Meetings of the Sacramento City Council at the times and dates specified below for the purpose of considering and acting upon various matters relating to a CABLE T.V. FRANCHISE within the County of Sacramento and Cities of Sacramento, Folsom and Galt. These Special Meetings will be held in Joint Session with:

SACRAMENTO COUNTY BOARD OF SUPERVISORS

The Special Meetings will be held at Room 1450, County Administration Building, 700 H Street, Sacramento, California.

The meetings will include, but not necessarily be limited to, a presentation by the consultant retained to evaluate the proposals, presentations by applicants for the franchise, and testimony from other interested parties and members of the public. Additional later meetings may be scheduled by continuance of the meetings specified below:

- A. Commencing at 2:00 p.m. on Monday, September 13, 1982 -
- B. Commencing at 1:00 p.m. on Tuesday, September 14, 1982
- C. Commencing at 7:00 p.m. on Wednesday, September 15, 1982
- D. Commencing at 7:00 p.m. on Monday, September 20, 1982
- E. Commencing at 7:00 p.m. on Wednesday, September 22, 1982

All members of the public are invited to attend the meetings and present such testimony as they may desire.

Issued: This Eighth Day of September, 1982

PHILLIP L. ISENBERG MAYOR

ATTEST:

ZITY CLERK

60 BROAD STREET NEW YORK, N.Y. 10004 (212) 480-6000 CABLE: COBURNHAM, N.Y.

Drexel Burnham Lambert MEMBER OF PRINCIPAL STOCK AND COMMODITY EXCHANGES

September 10, 1982

Mr. Charles F. Dolan
Cablevision Systems Sacramento
 Corporation
1 Media Crossways
Woodbury, NY 11797

Dear Mr. Dolan:

At your request this letter will outline our mutual understanding and intent regarding the securities offerings to be managed by Drexel Burnham Lambert ("DBL"), on behalf of Cablevision Systems Sacramento Corporation, to fund a portion of the construction and start-up costs of the Sacramento, California cable television system presently being sought by Cablevision Systems Sacramento Corporation.

We understand that Cablevision Systems Sacramento Corporation intends to submit a bid for a cable television license to be awarded by Sacramento. We further understand that this license area includes approximately 336,000 homes within the Sacramento area and that you estimate that the cost of constructing a cable television system in the Sacramento area will approximate \$220 million.

If Cablevision Systems Sacramento Corporation is awarded the license, DBL has agreed to undertake the marketing of two offerings to raise up to \$120 million of the needed financing. The first offering would be a limited partnership offering of up to \$60 million and the second offering would be an offering of subordinated debt securities also of up to \$60 million.

As you know, DBL has worked closely with Cablevision Systems Development Company and its affiliates ("Cablevision") on a consulting basis for more than two years. During the period and as a result of the successful placement of limited partnership interests for Chicago Cablevision Investments and the expected offering of \$65 million of subordinated securities for Cablevision, we have had the opportunity to become familiar with Cablevision's existing franchises and systems, to review the operating record of Cablevision over the last several years, and most importantly, to establish an extremely high level of confidence regarding the quality, expertise and capability of Cablevision's management team in the building and operation of cable television systems.

Drexel Burnham Lambert

Mr. Charles F. Dolan September 10, 1982 Page 2

During the past few years, DBL has made a commitment to become a major factor as an investment banker to the cable television industry. During this period, we have managed private and public financings for cable related companies aggregating over \$575 million in 11 separate transactions. Clients for whom we have raised capital include: Oak Industries, Wometco (including an initial public offering of common stock for Wometco Cable), Burnup & Sims, and Cable America, and we have also worked closely with a variety of other companies in the industry. We acted as advisor to United Artist Theatre Circuit in their acquisition of 49% of the common shares of UA Columbia Cable. In addition, our cable television industry analyst, John Reidy, is an Institutional Investor all-star in his field.

Drexel Burnham Lambert is one of the largest and strongest investment banking firms in the United States. DBL is a privately owned corporation with some \$135 million in capital. Drexel Burnham Lambert and its predecessors, Drexel Burnham and Burnham and Company, have never had an unprofitable year since founded in 1935.

Our corporate finance department includes 80 professionals at our headquarters in New York, and offices in Los Angeles, Boston and Chicago. During 1981, we managed or co-managed 81 public offerings which aggregated \$3.7 billion, assited in 20 mergers with a market value of over \$1.6 billion, and executed 3 tender and/or exchange offers.

In summary, on the basis of our familiarity with the operating record of Cablevision, the high regard in which we hold the management of Cablevision, our experience in working with a variety of companies in the cable television industry and our experience in the management of public and private debt offerings rated less that A, we are confident that we will be able to raise the required equity and subordinated debt, should the Sacramento license be awarded, and subject to completion of our due diligence and unforseen changes in market conditions.

Please feel free to call with any questions you may have or if you want to put any of the Sacramento cable regulatory members in touch with us.

Sincerely,

DREXEL BURNHAM LAMBERT INCORPORATED

Leon D. Black Vice President

Alan B. Campell Vice President

The Chase Manhattan Bank, N.A. 1 Chase Manhattan Piaza New York, New York 10081



March 11, 1982

Charles F. Dolan Cablevision Systems Sacramento Corporation One Media Crossways Woodbury, New York 11797

Dear Chuck:

We are pleased to hear of your plans to bid on the cable television franchise for Sacramento, California. Chase has been your lead bank for several years and we now enjoy a substantial portion of the over \$140 million of credit facilities currently available to your cable businesses. We feel that our relationship with you and Cablevision's management team has been excellent and we continue to have a high regard for your expertise and accomplishments in the cable industry.

Based upon our fine relationship and your proven capabilities, The Chase Manhattan Bank, N.A. has a very strong interest in providing the \$60 million senior debt portion of the franchise financing package. Such financing would be subject to a Credit Agreement incorporating our normal terms and conditions for loans of this type, as well as our review as satisfactory the terms and conditions of the Franchise Agreement.

We feel confident that the people of Sacramento would be well served should the franchise be awarded to Cablevision Systems Sacramento Corporation.

Sincerely,

Alan B. Campell Vice President



Roger D. Timpson Assistant Vice President Telephone: 212-696-7842

March 12, 1982

Charles F. Dolan, Chairman Cablevision 1 Media Crossways Woodbury, New York 11797

Dear Chuck:

We are pleased to learn that you are forming a new company, Cablevision of Sacramento, and will be bidding on the cable franchise for the city and county of Sacramento. Our experience with Cablevision and its affiliates, including the cable systems developed so far, the management of the company, and its financial condition, leads us to believe that the company would be in a position to operate a successful system for Sacramento.

You have indicated that the financial requirements of the Sacramento operation will be \$60,000,000 of senior bank debt in conjunction with \$60,000,000 of subordinated long term debt and \$60,000,000 of equity. In connection with the proposed financing, Bankers Trust Company would be willing to lend all or part of the \$60,000,000 in secured, senior bank debt, subject to our review of and satisfaction with, the financial condition of the borrower and projected financial statements for the Sacramento operation. We would expect that a definitive agreement on the financing, including documentation satisfactory to us and to our counsel would be accomplished no later than 60 days after the award of the franchise, and in no event later than December 31, 1982.

Very truly yours,

Roger

RDT/rp



CONTINENTAL BANK

CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO . 231 SOUTH LA SALLE STREET, CHICAGO, ILLINOIS 60693

March 11, 1982

Mr. Charles F. Dolan Cablevision Systems Sacramento Corporation One Media Crossways Woodbury, New York 11979

Dear Chuck:

We are aware that Cablevision Systems Sacramento Corporation is submitting an application for the cable television franchise for the City and County of Sacramento. Further, we understand that approximately \$180 million will be required to fund the building of the system. Based on the assumptions you have set forth, we would be pleased to commit financing of up to \$60 million, subject to a mutually agreed upon loan agreement.

We have been pleased to serve as agent bank in extending the \$42.0 million revolving credit agreement for Cablevision of Chicago, which holds franchises in 28 suburbs of Chicago. Our experience with your fine company and your personnel suggests that you have the management depth, technical expertise, and financial capacity to handle most adequately any obligations associated with the awarding of the cable television franchise for Sacramento. We wish you continued success and look forward to financing many of your future cable television endeavors.

Best Regards,

Douglas P. McConnell U.S. Banking Department

1 Cornell

Telephone: 828-4088

DPM: as

International Television Association

A SELECTIVE EVALUATION AND ANALYSIS

OF THE

SACRAMENTO CABLE TELEVISION PROPOSALS

Submitted by the

Sacramento Chapter of the

International Television Association (ITVA)

TABLE OF CONTENTS

INTRODUCTION					; •	P	AGE 1
EQUIPMENT PROPOSED FOR LOCAL PRODUCTION				•		•	4
PROPOSED PRODUCTION PERSONNEL	•		•	•	•		9
PRODUCTION TRAINING FOR COMMUNITY USERS		•				•.	17
INTERACTIVE SERVICES	•		•		•	•	23
TELEPHONE SURVEY	•	•	•				2 8
SUMMARY STATEMENT		•			•	•	30
(FOR ADDITIONAL INFORMATION AND CLARIFICATION CONTACT:		ΙΤΊ	VΑ	£1.	IAI)TF	:R
PRESIDENT: RON COOPER (916) 925-7111)			• • • •		,,,,	,	

INTRODUCTION

The International Television Association (ITVA) is a professional organization with a worldwide membership. ITVA is dedicated to the development of its members in the field of professional video. In addition to offering an annual conference, video seminars and workshops are offered on both the local and regional levels throughout the year.

The Sacramento Chapter of ITVA is composed of a cross section of individuals involved in all aspects of video production. Included are local video professionals working in the fields of health and medicine, education, independent production, government agencies, commercial production, broadcast television, and local industry.

Our membership has shown great interest in cable television. Over the past eighteen (18) months, we have held four monthly meet-ings exclusively dedicated to the discussion of cable television in Sacramento. The following timetable clearly illustrated our continued concern with this issue.

April 30, 1981

Informational discussion of cable television. The decision was made that the group would sponsor a public forum on cable at our June meeting. Representatives of the cable companies, as well as other interested groups, would be invited to serve as panel members.

June 30, 1981

A nine-member panel consisting of representatives of cable companies, Public Access Sacramento, KVIE, Sacramento County representatives, and the California Public Broadcasting Commission answered questions about cable television. The meeting was publicized and open to the public. For future reference, this forum was videotaped.

April 28, 1982

Four panelists, all members of ITVA, presented their research findings concerning several areas of the cable proposals. Members used this information to generate further questions for the meeting the following month.

May 27, 1982

Almost one hundred (100) individuals including: ITVA members; the public; and the press, attended this meeting. Representatives of each of the cable companies took turns addressing a number of questions which had been generated from the previous meeting. The meeting was covered by the local press and videotaped for future reference.

The large turnout for our May 1982 meeting further solidified our conviction that we make some definitive comments on the merits of the proposals. The attached pages analyze four specific areas of the bid proposals. They are:

Equipment Proposed for Local Production

Proposed Production Personnel

Production Training for Community Users

Interactive Services

Additionally, the Sacramento Chapter of ITVA conducted a survey of other cities served by the four bidding companies through our network of other ITVA Chapters in the United States and Canada.

Though not a scientific study, we were able to identify several general concerns which are included in this paper.

Every attempt has been made to deal with the proposals in an objective fashion. The Sacramento Chapter of ITVA has selected only those areas of the bids that we feel most qualified to comment on and offer no ranking of the companies' total proposals. This document and the hours of research it involved were compiled by many members of our organization. The following is a partial list of those contributors.

Rob Allingham
Speranza Avram
Dick Bailey
Ron Cooper
Larry Filby
Glen Jackson
Bob Lewis

Dan Long
Bob McGraw
Andy Monheit
Pete Seel
George Simmons
Doree Steinmann
Kirk Wiecking
Gene Zolnay

EQUIPMENT PROPOSED FOR LOCAL PRODUCTION

As an organization of television professionals, the Sacramento Chapter of ITVA has evaluated the equipment packages identified for use by community organizations and for local origination productions by each of the four companies. Before we address the individual packages, some general questions should be raised. Given that video technology is a rapidly changing field and that the company selected as the franchise will not offer production services for at least one to two years, what steps are being taken by the City and County to insure the comparable quality of equipment herein proposed will be delivered when needed? For example, some of the equipment bid is already outdated by newer and, in some cases, less expensive models. We encourage the governing bodies to plan an on-going evaluation of the selected company to insure that appropriate state-of-the-art equipment is provided to the community when needed.

All electronic equipment is highly susceptible to damage and in constant need of adjustment. Steps must be taken to insure the appropriate and on-going need for equipment replacement and maintenance. The four bids outline extensive commitment to initial equipment installations, but some of them contain limited information regarding their plan to maintain and upgrade the equipment over the life of the fifteen-year franchise. Without such assurances

clearly stated at the outset, the system selected may quickly become an unused monument to outdated technology instead of the dynamic communication resource outlined in the initial bid. Each company has expressed interest in production vans with microwave capabilities. Downtown Sacramento is particularly difficult to transmit line-of-sight microwave signals to any significant degree without a series of "hops" or relays. None of the bids include the cost of these necessary relay systems. We question the additional expense for microwave transmission equipment as redundant given the two-way transmission capability of the cable system itself. Is microwave transmission really necessary?

Different corporate philosophies are reflected in the mix of equipment proposed by each company. What follows is a brief analysis of the equipment proposed by the different bidders as requested by the City and County in the RFP/Ordinance.

CABLEVISION OF SACRAMENTO

The local origination equipment package is judged to be adequate for the production of high quality programming. We note, however, several minor adjustments need to be made. For example, black-and-white monitors rather than color monitors have been listed for use in the edit system. Also, the RM-440 editor identified as the edit controller for the LO van is mismatched with the BVU-800 3/4" videorecorders.

It is difficult to determine from the bid, the types of video-

under .336 and .338. Further clarification is needed.

Twenty (20) portapack 3/4" units are budgeted for community use, however, all twenty packages utilize the Hitachi FP-21 three-tube camera with external controls. This is a fine, high quality camera, but perhaps too sophisticated for the non-professional video user. We recommend the use of these cameras for intermediate groups and the purchase of single-tube cameras for the beginning video users.

GREATER SACRAMENTO CABLEVISION (GSC)

It would appear from the equipment proposed that GSC has bid varying levels of sophistication for many different community groups. In some cases, the video cameras (e.g. Sony 1640's) and recorders (e.g. 2860's) are no longer in production and would have to be updated. In general, while bidding high quality equipment packages for a variety of organizations, it remains unclear what the rationale was to offer very sophisticated equipment to one community organization while offering much more simple systems to others.

The GSC bid would be stronger if a narrative rationale was provided which better described the anticipated use of each equipment package. In particular, the anticipated used of 1/2" videotape recorders and editing systems, both Beta and VHS formats, needs further explanation.

UNITED-TRIBUNE CABLE (UTC)

The quality and consistency of UTC equipment packages were high.

The design of the various studios, edit suites, and production vans

reflect various levels of user sophistication and appear to be complete.

However, Production Van #1 is identified as a microwave multi-camera

production van and is listed at \$174,000. It appears that the cost

figure for the purchase and outfitting of such a complete truck is low.

Overall, the equipment package of UTC is of high quality and well conceived.

WARNER-AMEX

The local origination studio appears to be well equipped with high quality equipment. Equally strong are the equipment packages provided for community use. However, clarification regarding only a single Hitachi FP-22 camera in the Professional Production Van and three Ikegami HL-79D cameras in the Electronic Field Production Van is needed. How will these trucks be used and are the highly sophisticated and expensive Ikegami cameras necessary for this anticipated use?

FURTHER GENERAL CONCERNS

Represented within our membership (ITVA) are most local producers and video production companies in the area. We welcome the coming of an extensive cable delivery system to the Sacramento area. The potential benefit to non-profit community groups by having inexpensive access to electronic media is supported by our membership. It is our opinion that the existing Sacramento commercial producers and production companies

will experience enhanced business opportunities as the effectiveness of video communications is experienced by subscribers to the cable system.

These companies have realized steady growth in the competitive Sacramento market for the past decade and now anticipate greater needs for their services and equipment. Therefore, we were concerned by the proposed use of the local origination studios and production vans by the different cable companies for commercial purposes. Clarification of each company's position on the issue of using local origination facilities to generate revenue in competition with local producers and production companies was requested. Each company has responded and these letters have been included at the end of this section.

It is our hope that the subscriber rates paid by the consumer are not intended to subsidize the major expenses required in building and staffing a local origination broadcast quality production facility designed for outside commercial production - in direct competition with existing production facilities. We would ask the City and County officials to note our concerns in the evaluations of each bid and request that a mechanism be established to allow existing producers and production companies to co-exist with the selected cable company by limiting extensive use of cable production facilities to generate revenue for the cable company from outside commercial production.



UNNUMBERED ADDENDUM TO: EQUIPMENT PROPOSED FOR

LOCAL PRODUCTION

Cable Communications Company of Sacramento 2715 K. St. Suife 5 Sacramento, CA. 95816 (916) 442-2399

June 14. 1982

Ronald Cooper Media Services, Inc. 355 Commerce Circle Sacramento, CA 95815

Dear Ron,

As you know, there appears to be a fair amount of speculation as to the intent of the various applicants for the Cable Television Franchise with respect to the rental of studio and production equipment.

Our proposal provides for equipment in 5 categories: L.O., 336, 338, 342, and 344. The latter two categories include equipment for third parties and, presumably, are not here at issue.

With respect to equipment proposed under 336 and 338, the ordinance sections involved specifically provide that such equipment must be used for noncommercial purposes. Interpretation No. 11, dated March 1, 1982, issued by the office of the County Executive (a copy of which is attached), although addressing a somewhat different issue, makes it clear (at least to Warner Amex) that commercial use would include any use contributing to corporate profitability.

Remaining then, as a potential issue of concern, are the facilities proposed by Warner Amex for Local Origination. A complete list of such facilities is attached hereto. Also attached is that page of our proposal committing Warner Amex to the professional production of 20 hours each week of Local Origination programming. As is readily evident, the facilities proposed for Local Origination are commensurate with Warner Amex's in-house production requirements.

It appears to us, therefore, that the real concern of ITVA is twofold. First, will Warner Amex add production facilities in excess of our production needs and beyond the levels proposed in our application? Second, if 336 and 338 use is below the level anticipated and if the existing legal restrictions on the use of such equipment were removed, would Warner Amex then have an incentive to enter into the equipment rental market at below cost rates?

UNNUMBERED ADDENDUM TO: EQUIPMENT PROPOSED FOR

LOCAL PRODUCTION

In responding to these concerns, we are mindful that notwithstanding the many benefits of hindsight, we may not materially alter any provision of our proposal as submitted on March 15.

To address the two hypotheticals, we would suggest that the ITVA consider proposing the inclusion of a specific provision in the Resolution offering the Franchise (please see Ordinance provision 5.50). Such a provision might 1) prohibit the introduction of additional L.O. production equipment into the franchise area without the prior consent of the Cable Television Commission, 2) prohibit any reduction in the equipment rental rates as proposed by the applicant and 3) prohibit forever and under any circumstances the rental and or lease (but not the sale) of equipment originally proposed for 336 and 338 use.

Should the ITVA offer such a proposal Warner Amex would support its inclusion in the final franchise agreement.

With best wishes,

Stephen Robbins

SR/jt Enc. UNNUMBERED ADDENDUM TO: EQUIPMENT PROPOSED FOR

LOCAL PRODUCTION



Greater Sacramento Cable Company

August 3, 1982

Ron Cooper President - ITVA Program Chair 355 Commerce Circle Sacramento, CA 95815

Dear Mr. Cooper:

Greater Sacramento County Cable, Inc. has no intention of actively pursuing independent video production in its planned studios.

In response to a question Form L of the Request for Proposal, GSC submitted as part of its application rates and charges for the use of studio time. However, GSC's studios are all dedicated for primary use of local origination and access programming facilities. GSC does not intend to embark upon independent video production. GSC forsees its business as providing traditional cable television services in Sacramento, and sincerely hopes that ITVA members fulfill local demands for independent video production.

Verý truly yours,

Bob Rios

Executive Vice President

BR:cj

LOCAL PRODUCTION

CABILEVISIDN/SACRAMENTO

120 | Street / Suite 200 / Sacramento, CA / 95814 / (916) 447-2345

August 6, 1982

ITVA Sacramento 1301 Santa Ynez Way Sacramento, Ca. 95816

Dear Members:

Cablevision shares your concern for the future of the Independent Producer in Sacramento. For that reason we are pleased to respond to your request for clarification of sections of our proposal relating to commercial rental of production equipment and facilities.

The priority which we have established for the use of Community Use Production Facilities is as follows:

1) Local Origination Staff.

- Community groups for production of programs for use on the cable system.
- 3) Community groups for internal or other use.
- 4) Commercial Use.

As you have probably discovered, through examination of our financial Pro Forma, we have projected no revenue from the rental of our equipment. This reflects our feeling that we do not anticipate the need for additional income from rental, and also serves to assure City and County officials that this will not affect our financial statement.

It is impossible for us to project the exact demand the community will place on the equipment. If at some time the top three priority groups were not utilizing the equipment, it would be available for rental. We are aware, however, of concern that any rental rates be competitive. For this reason, if equipment were rented, it would be at the prevailing rate in the Sacramento market.

If we can be of any assistance in further clarification, please contact us.

Sincerely,

Baxter Culver

System Design Consultant

The Ence

cc: William Freeman

UNNUMBERED ADDENDUM TO: EQUIPMENT PROPOSED FOR LOCAL PRODUCTION





united-tribune cable of sacramento

1025 19th Street, Suite 10 Sacramento, California 95814 916.448.8766

August 11, 1982.

Mr. Bob Lewis 321 West Woodland Avenue Woodland, California 95695

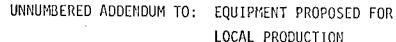
Dear Bob:

We very much enjoyed the opportunity of meeting with you again last week to discuss, on behalf of ITVA, your interests and concerns relative to United-Tribune's cable telecommunications system proposal.

Pursuant to that conversation, please find enumerated below two areas that you might want to further address and/or explore with all four cable applicants:

- The performance or track histories of each of the applicants in other communities is an area we believe to be of critical importance.
- 2. The commitment of the applicants to purchase programs locally and/or fund the development of programs by local independent producers is also significant in that it is an important commitment to a part of our community that should play a creative role with Sacramento's cable system.

We are also sensitive to your concerns with our making facilities available for rental by local users, as well as to the concerns of some other ITVA members who have expressed a need to have those arrangements available. We would encourage you to make your concerns known during the public hearing process scheduled for September 20th, 21st, and 22nd, so that our elected officials are made aware of your positions, both individually and collectively as the ITVA.







August 11, 1982 Mr. Bob Lewis Page two

We believe that your organization made very effective contributions to the ordinance and RFP development process and believe that you are again in a unique position because of your professional experience to do so again. As Sacramentans, we believe that our community's cable system will be strengthened by the testimony of knowledgeable, interested citizens, and we encourage your participation.

Please feel free to contact me if we can provide you with any further information. We look forward to working with you and the ITVA for many years to come.

Yours very truly,

Mary Lou Wright

Franchise Director

MLW/ml

cc: Members, Sacramento City Council

Members, Sacramento County Board of Supervisors

PROPOSED PRODUCTION PERSONNEL

Production Personnel and Programming Commitments

The following is an evaluation of production personnel and and analysis of the personnel needed to fulfill the programming commitments as bid by Cablevision, Greater Sacramento Cable (GSC), United-Tribune Cable (UTC), and Warner-Amex. The focus is on local origination programming produced by the cable operator (LO) and Franchisee Sponsored Community Programming (.338).

Our organization (ITVA) took the production personnel bid by year five, using full-time equivalencies, then separated them into four categories. These are: LO, .336, .338, and Other (.344/.342).*

Total staffing in all four categories range from twenty-three (23) positions for Cablevision to ninety-seven (97) for UTC. Separated into LO and .338, the range is thirteen-point-ninety-five (13.95) for Cablevision to twenty-seven (27) for UTC regarding Local Origination and from two-point-six (2.6) for Cablevision to sixty-three (63) for UTC regarding .338. (Refer to chart located at the end of this section)

The average yearly salaries, not including interns, for production personnel range from \$13,870 (Cablevision) to \$18,381 (UTC). Taking a specific job category such as Producer/Director, the yearly salary ranges from \$15,000 (Cablevision) to \$31,000 (Warner-Amex).

^{*}FOOTNOTE: .334 and .342 were included because Cablevision and Warner-Amex have bid personnel in these areas.

By comparison, the salary for a T.V. Specialist (Producer/Director) with the State of California is from \$25,000 to \$30,000 a year.

In order to evaluate the number of personnel to produce the number of hours of programming bid, ITVA used the following formula: taking the number of personnel bid and multiplying by forty (40), which is the number of full-time hours worked, equals the number of human hours available to produce programming per week. The second equation is the number of human hours needed to produce an hour's worth of programming. Considering the amount of time for preproduction, production of the program, and post-production (editing, sound mixing, etc.), ITVA feels that a forty-to-one (40 to 1) ratio of human hours to produce an hour of programming is realistic. This formula could be one person working forty hours, two people working twenty hours, four people working ten hours, ten people working four hours, etc..

The 40-to-1 ratio used is only an average. On a simple "talking head" type of production, with a minimum of preparation and production, the program could be done with as little as a 20-to-1 ratio. However, on a slick "magazine style" format, with proper pre-production, location shooting, and post-production editing, it would be quite easy to exceed a ratio as high as 100-to-1.

Since most of the companies have indicated the desire to use interns as a supplement to production personnel, most have bid a ten (10) hour work week per intern, ITVA used that figure to determine

the number of interns or volunteers needed per week to work as production personnel to meet the hours of programming committed by year five. In local origination programming (LO), Cablevision, GSC, and Warner Amex have a surplus of personnel hours and will not need any interns. United-Tribune Cable (UTC) will need eight (8) interns or volunteers per week.

In Franchisee Sponsored Community Programming (.338), Cable-vision will need seventeen-point-six (17.6) interns or volunteers per week. UTC will need two hundred forty-eight (248) interns or volunteers per week. Warner-Amex will need thirty-six (36) interns or volunteers per week. GSC has not bid any committed hours for .338, therefore, it is not possible to determine a surplus or shortage of production personnel.

United-Tribune Cable (UTC) acknowledges the shortfall of production personnel in their bid. In Form K, Page 5i of 25, they state that they assume, on the average, that they will be able to use volunteers and interns for fifty percent (50%) of their production staff for community use. They based their guaranteed hours on a ratio that is one-half of their LO ratio (i.e. 20-to-l instead of 40-to-l).

Since UTC will be relying more on interns and volunteers for production personnel, many ITVA members expressed a concern about the number of interns the local colleges could provide. In Form M, Page laa of 1, United-Tribune has identified an internship program of three hundred fifty (350) interns per year. This has been misinterpreted by

many people to mean that at any one time, 350 interns will be needed

Our organization clarified this point with Suzanne Woods of United-Tribune. The 350 figure should be divided by four (4), which are the number of school quarters per year. This means that at any one time, a total of eighty-seven and one-half (87 $\frac{1}{2}$) interns will be working ten (10) hours per week, not 350 interns. Of the 87 $\frac{1}{2}$, eight (8) will be paid internships as part of the LO staff and the remaining seventy-nine and one-half (79 $\frac{1}{2}$) will be unpaid internships working as part of the .338 staff.

POINTS OF CONCERN EXPRESSED BY ITVA MEMBERS

CABLEVISION

Members of our organization are concerned about the amount and the quality of locally produced programming by Cablevision. They have bid the least amount of production personnel, a low number of programming hours, and the lowest salary averages. We feel, that because of these low salaries, a potential for a much higher turnover of production staff exists. Also, for the same reason, Cablevision might not be able to attract as qualified personnel as the other companies.

We are concerned about the sharing of staff between LO, .338, and .344/.342. The potential exists for scheduling conflicts of production staff. ITVA wonders how it would be determined when and where a person would work. Also, what happens when there is a time conflict between LO and .338?

There is also some confusion regarding the number of production staff. In Form K, Page 24 of 25 (K-78), Cablevision identifies a staff of six (6) needed for one (1) cable programming channel at a yearly cost of \$93,000. These staff personnel are not included in Form G, Payroll Expense, not identified in Local Programming Personnel Commitments, Attachment K.III.B (K-21). If this staff commitment is required to run the channels, why are they not listed in Form G or in Personnel Commitments? If they are needed by each organization funded, is the \$93,000 committed to them identified as salary for production personnel? If the organizations are not required to spend the \$93,000 for staff, will Cablevision provide the necessary staffing to keep the channels in production?

GREATER SACRAMENTO CABLE (GSC)

GSC has bid eleven (11) full-time staff equivalencies for .338, but has not committed any guaranteed hours of new locally produced .338 programming. Our organization wonders how many hours GSC anticipates will be produced in .338? If GSC has no hourly estimate, how did they achieve the figure of twenty-two (22) full-time personnel, half for .336/ half for .338?

GSC has bid an extremely high number of hours for .344/.342 programming (428 hours per week). How many of the 428 hours will be new locally produced programming? What staffing commitments have been made for .344/.342 programming? Our organization wonders why

GSC production staff is bid for .336 and .338 with no hours of programming bid, while all programming commitments are bid for .344/.342 with no provision for staffing?

UNITED-TRIBUNE CABLE (UTC)

United-Tribune will depend more on interns and volunteers for production staff than the other companies. Subtracting the 79 1/2 interns for .338 staff, UTC will need 168 1/2 volunteers per week, working ten (10) hours each to meet with their programming commitments by year five. Upon what experience is UTC basing this guarantee?

If UTC does not have enough weekly volunteers by year five, working as production staff, will they cover more hours with fewer people or reduce their hourly commitments?

WARNER-AMEX

Warner-Amex will need thirty-six (36) interns or volunteers to cover the hours of programming bid per week. They have bid an extra fifty (50) hours per week held in reserve for .338 programming. This is in addition to the fifty (50) hours guaranteed and gives them the potential for one hundred (100) hours per week of .338 programming commitments. ITVA wonders why Warner-Amex is holding those hours in reserve. Also, what commitments would be needed by interns or volunteers to meet the one hundred (100) hours per week figure? How does the

fifty (50) hours bid and the fifty (50) hours held in reserve reflect the findings in Warner's Community Programming Ascertainment?

The other companys' bids gave a more precise breakdown of production personnel in job descriptions and categories. We feel that Warner should provide a more detailed description of production job titles e.g. What is a Comp. Appl.?, and a breakdown of their studio staff. Also, what, if any, internship program does Warner-Amex anticipate for production personnel?

PRODUCTION PERSONNEL BY YEAR FIVE (full time equivalencies)

·	L.O.	.336	.338	Other (.344/.342)	PERSONNEL TOTAL
Cablevision GSC UTC Warner	13.95 18 27 21	7 7	2.6 11 63 41	6.45	23 40 97 71

AVERAGE YEARLY SALARY (not including interns)

	·		 PRODUCER/ 	
Cablevision	\$13,870	(\$1,156 mo.)	\$15,000	(\$1,250 mo.)
GSC	16,450	(1,371 mo.)	18,000	(1,500 mo.)
UTC ·	18,381	(1,532 mo.)	22,000	(1,833 mo.)
Warner	17,873	(1,489 mo.)	31,000	(2,583 mol.)

HOURS OF PROGRAMMING COMMITTED BY YEAR FIVE

	<u>L.O.</u>	.336	<u>.338</u>	<u>Other</u> (.344/.342)	TOTAL HOURS
Cablevision GSC UTC Warner	7 15 29 20		7 9 125 50	28 .428 	42 443 154 70

TOTAL # OF PRODUCTION PERSONNEL BID MULTIPLIED BY 40 HOUR WORK WEEK (using full time equivalencies)
AND TOTAL # OF HOURS NEEDED BY PRODUCTION PERSONNEL TO MEET PROGRAMMING COMMITTMENTS (using an average ratio of 40 human hours to produce 1 hour of programming)

	L.O. hou Needed	rs <u>Bid</u>	Surplus/Shortage	# of Interns or Volunteers needed @ 10 hrs/week:
Cablevision GSC UTC Warner	280 600 1160 800	558 720 1080 840	278 hrs surplus 120 hrs surplus 80 hrs shortage 40 hrs surplus	- ± 8
	.338 hou Needed	nrs <u>Bid</u>	Surplus/Shortage	# of Interns or volunteers needed @ 10 hrs/week:
Cablevision GSC UTC Warner	280 * 5000 2000	104 440 2520 1640	176 hrs shortage * hrs(see footnote 2480 hrs shortage 360 hrs shortage) 17.6 248 36

*footnote:

GSC has not committed themselves to any .338 hours. The 440 hrs bid would equal 11 hrs of programming int a 40 to 1 ratio.

PRODUCTION TRAINING FOR COMMUNITY USERS

.336 and .338 TRAINING PROPOSALS

For community programming to succeed, training in production skills and programming concepts must be a high priority. Knowledgeable staff, sufficient equipment resources, and a well-planned curriculum must be provided by the cable operator as the foundation for a training program whose goal should be to encourage responsible use of the cable facilities.

Since Sacramento does not currently have cable, the training program takes on a double role of educating people about cable TV in general. But because the majority of the cable system will not be built until years four and five, it is important that community interest not peak out in the early years, during construction, when there is limited access to cable viewers. Community programs produced during the first three years of construction will be useful as training exercises, but will not reach their potential audiences until the entire system is constructed.

Each of the operators has proposed a training program to augment their .336 and .338 facilities. Curriculum for training and equipment use includes studio and remote production, editing, scriptwriting, producing, and directing. In addition, each operator is offering advanced workshops in specialized areas.

Two companies, Cablevision and GSC, have indicated that they

• plan to use trained volunteers and interns as supervisors and trainers to work with community groups. As a professional video organization, we recommend that additional certification be required for these individuals to insure quality production guidance.

The following summaries are based on the information contained in the attached chart.

WARNER-AMEX

Warner is proposing a staff of seven (7) persons devoted exclusively to training, one (1) Director of Training and six (6) instructors. Four (4) staff are proposed for year one, seven (7) in years three-through-fifteen. Training will be provided at the central facility, the four (4) proposed neighborhood studios, and on-location using a mobile van. Curriculum includes both basic and advanced workshops.

GREATER SACRAMENTO CABLE (GSC)

GSC has no staff devoted exclusively to training. However, twelve (12) coordinators/instructors have been designated to provide training, in addition to their other duties. All 12 staff persons are scheduled to come "on board" during year one. Training will be held at the Sacramento Media Center and both basic and advanced curriculum will be offered.

UNITED-TRIBUNE CABLE (UTC)

UTC has a Director of Training to supervise the .336 training and a Director of Development to oversee the .338 training. Training will be provided as part of the duties of the twenty (20) people hired as community use and access coordinators. None of the training staff will be hired until year three. UTC is the only operator not proposing any subscribers in year one with programming to begin in year two on the system. Training will be provided in the ten (10) community production facilities proposed by UTC. In addition to basic and advanced television production, UTC will also provide training in radio production and photography. Training of local staff will be provided by the National Federation of Local Cable Programmers, who will also evaluate the training program on a regular basis.

CABLEVISION

Cablevision has no training staff indicated in Form G, but states that the Sacramento Programming Cooperative (SPC) will provide training. However, the SPC receives its maximum funding in years one through three, after which its funding decreases and is not guaranteed. Cablevision itself will hold monthly workshops using its mobile van in various locations. The number of workshops decreases each year.

In contrast with all three other applicants, Cablevision does not require training as a prerequisite for using its .336 access equipment. Cablevision states that requiring training for access

equipment use violates the First Admendment rights of the user, however, this is contrary to standard access practice which recognizes the shared responsibility of both the operator and the user in using the equipment responsibly.

Cablevision also proposes an annual conference to evaluate community programming priorities. In addition, training in the use of the interactive keyboard will be provided to each subscriber at the time of installation.

RECOMMENDATIONS

The following recommendations are made to each operator for improving their training proposals:

WARNER-AMEX

No recommendations

GSC

- Should: 1. Provide for phasing-in of training/access staff, and
 - Augument training with remote, on-location training sites.

UNITED-TRIBUNE CABLE

Should phase-in training staff beginning at year two to prepare for system activation.

CABLEVISION

- Should: 1. Implement certification procedures for .336 access use.
 - Reverse the order of the training schedule to provide for growth of training activities as the cable system grows,
 - Provide mechanisms to insure a minimal training staff.

.336 and .338 TRAINING PROPOSALS

	CTACE (CA. 450	LOOMETER	HOLL AFTERS		· ACCTIC:	, ·
	STAFF/SALARY	LOCATION	HOW OFTEN?	CURRICULUM,	CERTIFICATION	COMMENTS
WARNER-AMEX	Pirector of Training\$18,200 ea. 6 Trainers\$18,200 ea.	Central Facility 4 Neighborhood studios on-location in community	scheduled, days, evenings, weekends	basic and advanced studio and porta-pak, van production, plus customized workshops	required to use equipment	
GSC	3 regional coordinator/ instructors18,000 ea. 9 access coord/ instructors	Sacramento Media Center	every 6 weeks, 12-hour ses sions (2 hrs/wk days, evenings, 1 Saturday clas		required to use equipment	will augment training staff with volunteer trainers
	14,000 ea.	•			•	
UNITED-TRIBUNE	<pre>1 Training Director (335)19,000 1 Development Director (338)\$19,000 4 Community Use Coords. (336)\$19,000 ea. 16 Community Use Coords.</pre>	10 community production facilities	regular]y scheduled, 3 hrs/week, days,evenings, weekends	Basic TV Basic Photograph Basic Radio Advanced worksho	ment	local staff will be trained by National Federation of Local Cable Programmers; Funding for programming
• •	(338)\$19,000 ea.	·			·	conferences
				· · · · · · · · · · · · · · · · · · ·		
CABLEVISION						
	Corporate Director of Training (not listed in Form G) SPC must provide train- ing staff	various locations using production vanlimited studio training	monthly year 112/year year 2-39/year year 4-56/year supplemented with SPC training	Basic training sproduction van, advanced training studio	none required with ng .336 use	
		·	ess.			· ···

INTERACTIVE SERVICES

This is the age of information and video is a powerful medium of information delivery. The much anticipated marriage of cable television and computer science technologies represented the birth of a new era in the communications field. At their 1973 Conference on Communications, the Architectural Association of Great Britain declared:

"The right of access to information, of which a two-way cable network is an important technical component, is, if we are to solve the problems which confront society, as fundamental as the right to education and the right to vote".

Television is near to fulfilling its ultimate promise as a provider of accurate, factual information and advancing cable technologies to bring computer-aided instruction, home security monitoring, data library access, and a variety of transactional services to Sacramento on a scale never before attempted. The future impact of the establishment of a true bi-directional "information utility" cannot be underestimated as members of the community create and share unique information bases.

The forward-thinking spirit of the Request for Proposals in calling for a franchise operator who will "take the promotional and marketing initiative that will make non-entertainment communications services a reality" is commendable and certainly not to be forgotten during the final examination of the applications.

Our research has shown the engineering, planning, and design of all four bidders for the proposed Institutional Network is adequate, and once operational, will support all business and institutional use in the foreseeable future. All applicants have provided for high speed data transmission, teleconferencing (two-way video), voice trunking, one-way video distribution, and high degrees of interactivity customized to the individual Institutional Network user.

However, there seems to be a vast difference of philosophy in applying these technologies on the Subscriber Network. There, also, appears to be limits to providing subscriber access to information gateways.

Viding an alphanumeric keyboard and some use of headend mainframe memory as part of the basic service package. Warner-Amex proposes full-motion video-on-demand by videodisc and the provision for rental of a stand-alone microcomputer as a leased option at a nominal cost. GSC and UTC are apparently not as optimistic about subscriber acceptance, but can offer "on request" converters and interface devices (RS232) for access by owners for home computers.

As the CTIC preliminary report correctly summarizes, the fundamental question in the interactive area is:

"Should public policy lean towards the availability of universal interactive service, with its potential benefits to the community, or towards the availability of a wider range of cost options for the subscribers".

There is, without question, a certain risk in comparing the new and largely untested technologies contained in these proposals. In order to insure that a fully functioning, two-way interactive cable information system will be available to the citizens of Sacramento and provide for maximum use, subscriber protection and privacy, we urge the Board to consider the following questions:

- ** How many subscribers will realistically have access to the proposed interactive services (5%, 50%, 90%)? Greater Sacramento Cable (GSC) and United-Tribune Cable (UTC) seem to have little faith in the future of subscriber usage due to the high costs of purchasing a home computer.
- ** How many simultaneous users will the system support? How will gateway overloads be handled? These may be of central importance to the operation of an interactive network in a market as potentially large as Sacramento.
- ** There is a need to examine the services to be provided by information suppliers. There is a considerable overlap in the bids e.g. the Reuters IDR is listed as a provider in all bids. Which data bases are randomly accessible by

users and which are pre-formatted text services (pseudointeractive) delivered in a one-way fashion? Are sufficient levels of detail available in each base to be useful? When and how are the data bases to be updated?

** There has been a question over the past months about the readiness and availability of addressable converter units to be provided by GSC, UTC, and, especially, Cablevision. The addressable converter units, provided by Warner-Amex, have been field tested and are now ready for use. Can the Board be reasonably certain that this equipment will be delivered on time, as specified?

** Ordinance Section 5.50.500 recognizes the potential need to regulate "as yet undetermined" two-way services. In view of modern computer polling and monitoring techniques and the installation of addressable converter units in subscriber homes, there is a major concern about security and the image of a "Big Brother". Are the privacy provisions or Ordinance Section 5.50.538 enforceable?

In summation, we hope that the two-way interactive services proposed by the Sacramento applicants are not proposed merely because recent technical advances now make huge investments profitable. More

importantly, we hope that the interactive services will be designed to address the real and continuing need for the information access required to help solve everyday problems in both business and personal life.

Our organization (ITVA) supports a system designed to provide the indivdual user a strong interactive network. We hope that you will consider the scope and vision of each bid in making "non-entertainment communications services" a reality.

TELEPHONE SURVEY

As part of our analysis of the four cable companies, ITVA conducted an informal, non-scientific telephone survey of cities in the United States and Canada. The cities were selected if they presently had a cable franchise from one of the four MSO's bidding locally (McLean-Hunter, Dolan Cablevision, United and Tribune Companies, and Warner-Amex) and were also cities with a chartered ITVA chapter. The Chapter Presidents were contacted by letter, asked to poll their membership for feedback on the particular company in question, and this information was gathered via telephone interviews.

ITVA has reduced the information gathered to the following five general points. These are:

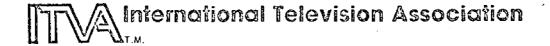
- 1. Equipment Public Access equipment must be adequately maintained for it to be of any use to the community. In many examples, the local origination studios were adequately maintained and staffed. Unfortunately, the access facilities were, in some cases, allowed to deteriorate physically and were staffed by volunteers/trainees who, without proper supervision, tended to discourage user access because of their own limited knowledge of the equipment and production techniques.
- 2. Training Care should be taken to nuture the ongoing training of volunteers to use the Sacramento cable facilities. After the "shine" of the new system wears off, too many volunteer programs fail to maintain ongoing community interest and support.

- 3. Business Opportunities The general rule appears to be that a cable company either encourages or discourages the business climate for local producers and production companies. If the cable company has extensive studio facilities and staff, most production work is handled in-house. As the company offers less in-house services and capabilities, the local producers pick up the additional work. As one source stated, "the cable company is out to make money. If they can, they will".
- 4. Interactive Services Many areas polled had no interactive services. Those that did reported ongoing interest in their communities and by the cable systems involved.
- 5. General Impressions Those communities that understand, value, and demand cable systems serve the citizens' needs, generally have a solid relationship, particularly with the newer systems installed within the last five years. We in Sacramento have an excellent start because of the strong RFP/Ordinance drafted by the City and County officials. The results are four strong bids by excellent, credible companies.

SUMMARY STATEMENT

The City and County of Sacramento is about to enter into a contractual relationship analogous in many ways to a marriage. The successful beginning of the relationship has been initiated and should be credited to those City and County officials who have established ground rules for the marriage - strong, yet fair; concise, yet flexible, allowing for future growth and experimentation, but the award of the franchise is only the beginning.

Success or failure of the relationship will depend heavily upon follow-through of commitments made, ongoing dialogue as needs and expectations change with time, but perhaps most importantly, a desire by all parties to want the system to work and work well for the entire length of the franchise.



As the Spiritual leader of the largest religious denomination in the Sacramento area I would like to endorse again the work of the religious coalition for Cable T.V.

It may appear that many community groups are out to latch onto the "freebies" of Cable T.V. To assume this would be a great mistake, since it is the essence of these organizations to serve the community. They know best what is needed and the technology available to them through Cable T.V. can do nothing but enhance their effort, so by mutual cooperation the community can be served. To state what is best for the community in this regard must be based on the following criteria.

- Has a cable company adequately and realistically taken the needs of the various community groups into account.
- Has attention been paid to the equiping of studios and training of personnel.
- Has the past record of these companies shown some positive follow through on their bid or has there been unreasonable neglect in fulfilling their commitments to the city, county and community involved.
- Has there been a substantial effort to allow the community to have input and control in programming.
- Have guidelines been developed by companies to insure quality programming that will enhance the quality of life in Sacramento rather than expose the population to distasteful and morally objectional programming.

Since it is the citizens of this city and county that will pay for this multi-million dollar industry it is important that their financial support will reap benefits for all sectors of the community.

Finally as educators I would like to commend the work of the educational consortium of which the diocese is a member, and hope that the ITFS educational television service of the Catholic dioceses of the Bay Area will be made available to the community here.

Thank you for your consideration and work in this important community concern.

Mr. Ephraim Spivek, Retired Executive Director of Jewish Federation, Sacramento, speaking for RCCTV, Sacramento.

Lets start with numbers:

The Interfaith Service Bureau, an ecumenical organization of 8 judicatories (regional religious bodies) which represent some 438,000 constituents. A number of individual congregations, 35 member groups, 2 affiliated organizations and a growing number of individual patrons and sponsors, has multiple service arms to help carry out in-erreligious ministries in the Greater Sacramento area.

The Religious Coalition for Cable Television was created in order to examine and recommend, on behalf of the religious institutions of the community, and for their 500,000 member constituents, some of the merits and demerits of the cable companies bidding for the Greater Sacramento Cable franchise.

The Religious Coalition was organized as democratically as possible, and met almost weekly through the past 13 months. It presented each franchise bidder with the first fruits of its labor, an exact request for programming itemized, paragraphed and numbered. It's basic tenet was the desire to service the public interest in religion with the most representative, most effective, locally controlled and well financed effort possible. We have consulted with religious programmers and informally with researchers at the Annenberg School of Communications at the University of Pennsylvania.

We have done all this because we found that the religious element of the community wants to make the best possible use of cable TV. The Coalition has been and will be open to any responsible religious group in the Sacramento area. Although the Mass Media Department of the Interfaith Service Bureau took the initiative to form the Religious Coalition, it is not necessary to be a member of the ISB to be part of the Coalition. There are members of the Coalition who are not members of the ISB.

The Religious Coalition has worked closely with members of each of the bidding companies. Insofar as they could, each company gave us cooperation, sincerity and open exploration of the community needs. However, because a difference in the basic philosophy of organizing the public access section of the proposed contract is apparent with one company, we feel we cannot recommend it to the decision making bodies.

The RCCTV thus recommends United-Tribune Cable, Greater Sacramento and Cablevision.

Religious Coalition for Cable Television 1300 H Street Sacramento, California 95814

September 13, 1982

The Religious Coalition for Cable Television, which includes almost all of the religious groups of all the major faith groups in Greater Sacramento, and which represents a community of hundreds of congregations, of over half a million constituents -- that is, 5 of every 8 residents of Sacramento -- speaks to the coming franchise award from a deep concern for the welfare of this community. Not only do we speak on behalf of the religious community, but with a concern for the entire community.

The Religious Coalition was formed expressly to meet the need for a vehicle enabling the religious community of Sacramento to utilize cable programming for the benefit of this community of which we are a major part. The Religious Coalition was, is, and shall be, open to every responsible religious group in this community. The position paper we wrote specified our basic programming needs:

- 1. Broadly-based interfaith religious channel on the 1st or basic tier.
- 2. Governance of the channel, in that the religious community itself knows best what religious programming it would like to have on air.
 - 3. Equipment to enable religious programming.
 - 4. Facilities for programming.
 - 5. Funding for programing.
- 6. Studio for the religious community (space to be donated by the Interfaith Service Bureau of Sacramento, fittings etc. to be provided by bidder/franchise holder.)
- 7. Interactive capability for system Additionally, we had some major concerns about the way this system would look:
 - 8. Basic subscriber cost.
 - 9. Community Use Board adequate participation by religious community.
 - 10. Budget for Community Use Board
- Satellite programming planned (religious), control and availability for 11. use by RCCTV
- 12. Training provided to community for technical production and other requirements of programming.
- 13. The designation by the franchise bidder of the Religious Coalition as an entity, preferably 344. (other possibility 338)

After a year of intensive study of the way cable will affect Sacramento, and working in conjunction with representatives from each of the bidders, our overviews show two bidders who have responded very completely to our request: United-Tribune Cable Corporation, and Greater Sacramento Cable Corporation; one bidder. Cablevision which has responded partially with potential of complete response in a given time if RCCTV meets certain requirements; one bidder, Warner-Amex, whose response our coalition considers inadequate.

In view of the fact that Sacramento will have, upon its completion, the most sophisticated cable system in the country, our concern is that the community which will use, which will help program, and which will largely pay for this billion dollar cable system we will have, should have the right to participate in the design of this system.

We have been most appreciative of the way three of the bidding companies have worked with stated community needs, the way they have interpreted those stated needs, and the way they have responded.

Remarks will be be family

Preface to Overviews made by Religious Coalition for Cable Television

The Religious Coalition for Cable Television in Sacramento (hereinafter designated RCCTV) is an outgrowth of the interest in and concern for issues related to Cable-TV expressed by members of the religious community of Sacramento. Our current constituency is about 500,000 persons. We represent most of the denominations and religious groups in the Sacramento City/County area which include most Protestant groups, the Catholic Diocese of Sacramento, the Jewish Federation of Sacramento, the Interfaith Service Bureau of Sacramento, a number of other individual and related congregations. Representatives of these bodies have participated in the design of the enclosed documents. This coalition is open to participation by any responsible religious groups in the stated community, including those who do not profess as we do.

In weekly meetings, which began in August, 1981, the RCCTV voiced the need for locally designed and implemented religious programming which would be truly representative of the Sacramento City/County religious community and which would be under the direct control and guidance of this same religious community. With that basic goal in mind, the RCCTV began to look at the needs, the expertise, the areas of concern, the voluntary commitment level of our religious community.

Following this process, the RCCTV prepared a Position Paper which was submitted to the City/Council/County Board of Supervisors as well as to the franchise bidders and the cable consultant (CTIC). Accompanying the Position Paper was a letter to the Cable Companies outlining specific requests from the RCCTV. Those specific requests were:

- 1. A broadly-based interfaith religious channel on the first or basic tier with a minimum of eight hours of local religious programming.
- 2. This interfaith religious channel to be governed by a representative rotating board, initiated by the Religious Coalition for Cable Television, and elected by the religious bodies of the community. This board would include one member from the staff of the successful franchise bidder. This board would also be responsible for selection of network or satellite programming for the remainder of on-air religious channel time, and would determine distribution of time and programming slots among the religious community.
- 3. RCCTV asked for television equipment in order to enable religious programming on the interfaith channel.
- 4. RCCTV asked for facilities for programming ie studio use.
- 5. RCCTV asked for funding to assist the religious community in programming the interfaith channel.
- 6. RCCTV proposed a religious community studio at the Interfaith Service Bureau, 3720 Folsom Blvd. The ISB was selected as the only broadly-based ecumenical organization in Sacramento City/County. If near downtown and has easy access to major freeways, has ample parking, is a corporate entity, and is open to all denominations and faiths, without itself having a relationship to any particular faith group. It provides a logical identity relationship with the entire community, and is already a functioning ecumenical body involved in multiple service efforts in Sacramento City/County.
- 7. RCCTV asked for upstreaming capability to enable interaction in programming.

These were the specific requests made in the letter to the franchise bidders.

RCCTV Overview Paper (Continued) (Page 2

Additionally, the Religious Coalition feels that a few comparative analyses should be made regarding rather basic questions about the four proposals as they are written. These questions are:

- 8. Basic subscriber cost.
- 9. Community use board structure and participation by religious community.
- 10. The budget submitted, including monies allocated to community use Board
- 11. Satellite programming planned-control, availability.
- 12. Training provided to community for technical production and all phases of programming.
- 13. Designation of religious coalition with specific funding and studio (H344) preferable to H338). The numbering in the overviews relates specifically to the numbered items in this preface.

Finally, the RCCTV has worked diligently to understand this unique, new communication tool coming to Sacramento. We have covered many more aspects of the proposals than are being included in this overview. This additional study was done in an effort to better understand cable - this complex and remarkable new outreach toolswhich will soon be available.

The RCCTV wished to specifically acknowledge, with gratitude, the input of representatives from the franchise bidders who have met with us on a regular basis, have supplied information, advice, and encouragement in our pursuit of a better understanding of the options available to Sacramento City/County in general, and to the religious community specifically. While we have had help on a broad scale from many staff members of the four franchise bidders, we should name specifically Mary Tunison of Cablevision, David Buckingham and Bill Haldeman of Greater Sacramento County Cable Co., Monique Born of United Tribune Cable, and Jonathon Sakakibara of Warner/Amex.

In addition, we thank each person who has voluntarily served on this coalition, and who has struggled to understand difficult technical language, to perceive possibilities beyond today's scope, and who has given faithfully of time and talent to help build a better world for this community.

Above all, we thank the God whom we all serve for creating persons with the capacity to envision the dreams of today which will become the realities of tomorrow.

Faithfully,

Patricia Hutchison Chairperson, RCCTV

Ph:pjl

Overviews of the Four Proposals for the Greater Sacramento Cable System prepared after in-depth study by the Religious Coalition for Cable Television

Please note following important schedule in the selection process for the Greater Sacramento Cable franchise.

September 3 Cable Television Information Center (CTIC) report submitted to Board and Council.

September 7 Religious Coalition for Cable Television, 12:00 noon, Westminster

Presbyterian Church, 13th & N Sts., Sacramento

September 13 Cable company presentations to Board and Council.

September 14 CTIC and staff report to Eoard and Council.

September 15 & 20 Joint hearings for public testimony.

September 27 Decision date - joint meeting.

(All of the above meetings (except for the September 7 meeting) will be held in the Board of Supervisors Chambers, 700 H St. For times and details, contact Assistant County Executive Bill Freeman at (916) 440-5883.

Errata Sheet

Greater Sacramento County Cable Company

#3 - Change to: "GSC will invest a total of \$7,635,000 (includes replacement of equipment) for all of their equipment to be used in total community use programming."

#9 - Added to paragraph: GSC has committed over 45 million dollars for all community use programming over the life of the franchise.

#13 - Added item: GSC has designated the RCCTV as a 344 community use group.

Warnar-Amer

#5 - Change to: "Funds for users of the religious channel would be made available annually through the SCUB Board in the amount of a minimum of \$150 thousand per year."

Cablevision/Sacramento

#4 - Change to: "If Religious Coalition uses enough production and program time, a separate studio would be considered for the second or succeeding years of franchise."

#13 - Change to: "Cablevision has given RCCTV 338 designation, with potential of 344 designation after 1 year's time, if specific requirements are met."

Response to requests by the Religious Coalition for Cable Television concering proposed cable system for Greater Sacramento

- 1. Tier I channel 11. Coalition regulates its own programming hours. 24 hour per day basis, to be governed by Religious Coalition for Cable Television, Governing Board autonomous
- 2. Under this Section 5.50.344 Religious Coalition retains its own autonomy
- 3. Equipment

Initial Hardware Grants \$140,000.
Replacement Hardware Grants \$140,000.
Total \$280,000

Character generator (Form K - \$5,000 approx. - RCCTV. Form I - \$60,000 Microwave Diocesan interconnect from Walnut Grove)

4. Studio Facilities

United-Tribune, as requested by the Religious Coalition, has designated the Interfaith Service Bureau as the location for its production studio. It will be the responsibility of the Religious Coalition to set up a board to oversee scheduling, standards of production, etc. The religious community will also have access to any of United-Tribune's 26 community facilities and 6 mobile vans. (1 van restricted for community use) (2 equipped with remote mini-cam)

5. Operation Expenses

(Maintenance, supplies, tape stock, promotion, utilities)
Years 1-15
\$17 million - (Trust) Ongoing operating funding available to RCCTV
Direct grant - \$52,800 to RCCTV, lst year only

- 6. Studio to be in Interfaith Service Bureau, 3720 Folsom Blvd., for the exclusive use of the religious community.
- 7. Upstreaming Capabilities is provided. i.e. INDAX All of channels or entire system have 2 way capability.
- 8. United-Tribune's rate structure for non-premium consumer services includes:
 Proposed Rates

Tier	Channels	Installation	Monthly	
I	38	\$29.95	\$1.50 \	
II .	77*free basic FM	\$14.95	\$5.95 {	25% discount for
III	122**free basic FM	\$14.95	\$9.95)	seniors and disabled

9. United-Tribune has proposed SC3's creation as a non-profit corporation with considerable power and responsibility. It should be noted that the Sacramento Community Cable Corporation administers Community Use. and has the responsibility for "Promotion and education, above and beyond the efforts of the operator, to maximize the quality and quantity of programming." Allocation of certain resources, enforcement of the Community Use provisions of the Franchise Agreement, distribution of the grant money described above, and generally working to complement the efforts of the cable operator and other community organizations and

RCCTV Overview United-Tribune Cable Company (Continued) Page 2

agencies in providing community programming to Sacramento County are all among the task charges to SC3. (Over \$17 million allocated during the life of the franchise to SC III above) The Religious Coalition will have at least one member on this board.

- 10. SC3 will have a budget determined at 1.5% of United-Tribune's gross subscriber revenues (or \$100,000 whichever is greater) of which 80% after their second year of operation must be distributed for programming, promotion and equipment. This should result in a substantial additional expenditure, beyond United-Tribune's budget, for promotion. A total of \$44,111,000 will be granted to various programs for the Sæcramento Community at large (not necessarily cable).
- 11. The Interfaith Channel is described as having Programming from Satellite and Sources. Along with this Tier 1, Channel 33 carries CBN Satellite Network and Channel 83 on Tier 2 carries CTNA/EWTN/Jewish Tel. Net./Nat. Jewish Tel. In all instances, community programming takes precedence over satellite programming.
- 12. United-Tribune's staff will conduct regularly-scheduled workshops in television and radio production and specialized areas. For course outlines of the basic television production workshop and the intermediate and advanced level, see "Communicating in Communications" workshops. Every user must complete Basic Television, Basic Photography, or Basic Radio Production Workshop, as appropriate, before he or she will be permitted to use the production facilities. Exclusive contract with National Federation of Local Cable Production to evaluate and make suggestions as regards training, publicity, etc.
- 13. United/Tribune grants RCCTV #344 designation.
 - *338 Community use programming shared facilities, no separate funding
- *344 Community use programming with specific allocations for funding, studio, equipment, etc.

Overview - Greater Sacramento County Cable Company Proposal
Response to requests by the Religious Coalition for Cable Television concerning proposed cable system for Greater Sacramento

Greater Sacramento County Cable Company, Inc. (GSC) Contact Persons: David Buckingham. Executive Director, Elaine La Chappelle. Phone 454-3934 or 443-1464

1. Channel:

GSC has allocated one channel (B21) titled "The Interfaith Religious Channel" for use by the religious community on the Basic Tier.

2. Channel Control:

The governing board for B21 will be given autonomous control of the channel and budget.

3. Studio Equipment - Facilities:

A studio will be equipped for primary use by the religious community. The Women's Communications Corporation (WCC) have been granted secondary use of these studio facilities. Two cameras will be available for productions. \$38,105 has been allocated for equipment. GSC will invest a total of \$7,635,000 (includes replacement of equipment) for all of their equipment.

4. Use of Facilities:

Facilities will also be available at the main access and local orgination studios at GSC's media center on a secondary basis. Porta Paks and mobile units may also be requested for out-of-studio use. Secondary use of other community access channels may be requested.

5. Production Cost Funding:

The religious community will be given an operating grant of \$25,000 annually for 15 years and will have access to an additional annual operating fund of \$400,000 for 15 years, through the SCUP Board, totalling \$6.6 million for that board's use. Also, the WCC has been given an annual operating grant of \$50,000 annually for 15 years.

6. Religious Community Studio:

GSC will establish a studio for the religious community at the Interfaith Service Bureau, 3720 Folsom Boulevard. Women's Communication Corp. will have secondary use of studio.

7. Upstreaming Capability:

GSC's system design will use four interconnected hubs, when fully activated, to provide two way transmission with 120 channels downstream and eight upstream. The institutional network, initially, will provide 35 channels downstream and 25 channels upstream.

8. Basic Subscriber Costs:

GSC will offer the use of three tiers plus other services. (Total System: 83 channels) Tier 1 will cost each subscriber \$2.75 service fee plus \$2.00 rental for the necessary converter per month. For Tier 2 the total is \$8.50 (\$5.50, service; \$3.00, converter) For Tier 3 the total is \$9.95 (\$6.95, service; \$3.00, converter). Other premium channels are available at \$6.95.

RCCTV Overview GSC (Continued) Page 2

Converter purchase price

Tier I \$58.00

Tier II \$175.00 (non-addressable)

Tier III \$275.00 (addressable)

9. Community Use Board:

All public access programming will be administered by the Sacramento Community Use Program Corporation (SCUP) which will have complete control over access staff and operating budgets. The Board of Directors of SCUP will be made up of representatives from seventeen incorporated organizations including the Religious Coalition for Cable Television. The governing board for B21 will initially be designed by the Religious Coalition for Cable Television and elected by the religious community.

10. BUDGET:

(Covered in Item 5)

11. Satellite Programming:

Satellite programming will be available for the religious channel. The access of this programming by the governing board will be coordinated with the vice president of programming for GSC.

12. Training:

GSC will provide an extensive on-going training program, at its own expense. 21 full time and part-time employees will be available. Anyone interested in learning about cablecasting will be able to take courses ranging from basic training, which will allow them to take an exam to be certified to use the equipment, to more complex areas such as editing directing, electronics, etc. GSC will also work with the area schools and colleges to incorporate and supplement their training programs. Only those people certified by GSC as trained will be allowed to use the equipment.

^{*338} Community use programming - shared facilities, no separate funding

^{*344} Community use programming with specific allocations for funding, studio, equipment, etc.

Overview - Warner-Amex Proposal

Response to requests by the Religious Coalition for Cable Television concerning proposed cable system for Greater Sacramento

1. Channel:

A full channel for use by the Religious Coalition for Cable Television was not allocated. However, a partial channel to be shared by others will be available for three hours or more per day.

2. Channel Control:

The channel that will be used by the Religious Coalition will be controlled by the Sacramento Community User's Board (SCUB).

3. Studio Equipment:

The Religious Coalition would have shared access to equipment listed in a thirty-page Warner-Amex document. The equipment would cost \$3,129,000 for .338 users. It is the largest proposal for shared and mobile equipment.

4. Use of Facilities:

Facilities available to the Religious Coalition would be shared with other community organizations including a central studio, 4 neighborhood studios, and 6 mobile van studios. Studios will have editing equipment, FM, stereo and Porta-Pak equipment, and be staffed by three full-time coordinators. One of the vans will be equipped for remote productions and be shared with other community use programmers.

5. Funding:

Funds for users of the religious channel would be made available annually through the SCUB Board in the amount of \$150 thousand per year. This amount would increase equal to 50 percent of the CPI each year. Warner-Amex has also established a community trust which organizations can apply for. The trust monies need not be used for cable productions. The fourteen members which comprise the Board of SCUB will evaluate requests and allocate funds.

6. Religious Community Studio:

Warner-Amex did not provide a studio for the exclusive use of the Religious Coalition for Cable Television.

7. Upstreaming Capabilities:

The institutional loop provided by Warner-Amex will contain twenty-five channels for upstreaming and twenty-nine channels for down-streaming.

8. Basic Subscriber Cost:

The basic fee is \$2.50 per month for the first 36 channels with an installation fee of \$29.95. Expanded service with 80 channels would be \$4.95 monthly and \$29.95 for installation. They guarantee no increase in this rate greater than 50 percent of the annual CPI increase will be made throughout the life of the franchise. There is a variety of pay options such as Qube interactive service, \$5.95 monthly, with a \$29.95 installation fee for 14 channels, and other options such as a movie channel, Home Box Office, sports network and others.

RCCTV Overview Warner-Amex (Continued)
Page 2

9. Community Use Board:

The Community Use Board will consist of 14 members, each selected by a Community Use Channel Council. Fourteen Community Use Channel Councils will be created, 12 having 3 members, and 2 having 1 each. This makes a total of 38 "inputs" for nominations to the Board. The "inputs" to nominate Board members gives the National Association of Evangelicals four, the Catholic Diocese of Sacramento three, the Jewish Federation of Sacramento three, and main-line Protestant groups, including Presbyterians, Methodists, Lutherans, Episcopalians, United Church of Christ, the Christian Church (Disciples), African Methodist Episcopalians, and American Baptists, two.

10. Budget:

Warner-Amex proposes to spend more than \$150 million in initial system plant facilities and equipment. The SCUB Board would be granted \$150 thousand a year, increased by 50 percent of the CPI annually. No funds were budgeted specifically for religious programming.

11. Satellite Programming Control:

Religious channel council would have specific pre-emption rights on Religious channel via SCUB to waive satellite programming in favor of local programming.

12. Training:

Training will be provided throughout the life of the franchise. Two kinds of workshops will be conducted at no cost to the participants: (1) Regularly scheduled sessions on a first come, first served basis, and (2) customized workshops for groups preparing programming. Workshops will be scheduled during weekends, evenings, and regular business hours for the convenience of participants.

13. Warner Amex designates RCCTV as 338.

^{*338} Community use programming - shared facilities, no separate funding

^{*344} Community use programming with specific allocations for funding, studio, equipment, etc.

Overview - Cablevision/Sacramento Proposal

Response to requests by the Religious Coalition for Cable Television concerning proposed cable system for Cablevision/Sacramento

1. Channel:

Cablevision has allocated Channel 21 on its River City Basic System.

2. Channel Control:

Cablevision proposes that a representative from the Interfaith Service Bureau will be a member of the steering committee that will incorporate and appoint the first board of directors of the Sacramento Programming Cooperative (SPC). The SPC will provide funding for religious programming and production. The Religious Coalition will have full control over its channel programs, with full participation in selecting programming as well as outside productions from satellites or denominational bodies. Cablevision would not be involved in the SPC except as a funding source. Cablevision would maintain legal control of the channel and the religious community would have control of local and satellite programming in partnership with Cablevision.

3. Studio Equipment:

The Religious Coalition would use the access production studio and the SPC production studio but not on a exclusive basis. The two studios would have approximately \$360,000 worth of equipment in them. Basic equipment includes:

- 1. 2 each Sony RM-440 Editors
- 2. 2 each Adda VW-1 Time Base Corrections
- 3. 1 each Systems Concept Q-74- character generator
- 4. 1 each Laird Telemedia 5400 Multiplexer
- 5. 3 each Hitachi FP-21 color camera

Additionally, the Coalition could request time at Cablevision's local origination studio (fully equipped). A mobile van with live remote cablecasting capability and 24 porta-pak units would be available for local producing groups and the SPC. Cablevision considers replacement of equipment as an on-going expense, not capital.

4. Use of Facilities:

SPC studio; Cablevision's local origination studio; access production studio. If Religious Coalition uses enough production and program time, a separate studio would be considered for the second or succeeding year of franchise.

5. Funding:

Operating support to SPC totals \$3.36 million to SPC over life of franchise with a minimum of \$150,000 per year, rising to \$450,000 per year in year 3.

6. Religious community studio:

Cablevision envisions the religious coalition using SPC, Cablevision LO, and access production studios initially.

7. Upstreaming capabilities:

The initial production studios all have upstream capabilities, as does the mobile van.

8. Basic subscriber cost:

\$1.9.50/month for all non-premium channels (54), HBO, home security monitoring and full interactive services including an alpha/numeric keyboard. A lifeline package of 36 channels excluding HBO and keyboard is offered to qualified low

RCCTV Overview Cablevision/Sacramento (Continued)
Page 2

income people at \$4.50/month. Installation is \$50 for River City Basic service; free for lifeline. Total capacity - subscribe system - 120 channels.

9. Community use board:

Cablevision proposes the Sacramento Programming Cooperative. An initially appointed steering committee with an ISB representative would write by-laws, incorporate and appoint an initial board. This board of directors would include at least one representative from the religious community. SPC will be a membership organization deriving funds from dues and other outside sources. Cablevision would provide some funding assistance. Cablevision would have no voice on the SPC.

10. BUDGET

For SPC, \$3.36 million over span of franchise; minimum of \$150,000/year rising to \$450,000/year in year 3. Religious budget not specifically called out.

11. Satellite programming Control:

Religious satellite programming and control would be determined by Cablevision in consultation with the religious community. In other words, the decision to carry satellite programming will be made only following consultation with the religious community.

12. Training:

Cablevision will conduct intensive training in production and programming. The firm's director of training will conduct at least 12 workshops in year 1; a minimum of 9 in years two and three; and at least six in years 4 and 5 after that, workshops will be conducted at the request of the community. Participation in Cablevision training is not a prerequisite to operating 336 Studio Access equipment. Student intern programs will be available.

13. Cablevision has given RCCTV 338 designation, with promise of 344 designation after 1 year's time.

^{*338} Community use programming - shared facilities, no separate funding

^{*344} Community use programming with specific allocations for funding, studio, equipment, etc.



September 17, 1982

Sacramento City Council and Sacramento County Board of Supervisors

Dear Council Members and Supervisors:

After careful deliberation the Board of Directors of KVIE has chosen to endorse Greater Sacramento County Cable Company. Our second preference is United-Tribune Cable Company.

In developing the Ordinance and Request for Proposals, the City Council and Board of Supervisors were very clear in their desire to place a high priority on local community use aspects of cable. While all four proposals are excellent in terms of satellite services, interactive services, financial capacity and other considerations, only two proposals addressed the community use issue with major and specific allocations of resources.

The GSC proposal is superior with regard to resources committed to KVIE. Also, KVIE would have greater flexibility in the use of the four channels allocated for our programming and GSC has included a number of innovative features that would help KVIE promote community programming. GSC is the only applicant to guarantee free use of the institutional network for the life of the franchise (10 hours per week).

The United-Tribune proposal is also very strong. A unique feature of the UTC proposal is California C-SPAN, a state governmental affairs program service KVIE has been attempting to develop for nearly four years. The California C-SPAN channel would provide a valuable service to subscribers in Sacramento as well as statewide. UTC is also the only applicant to specifically address the issue of equipment replacement during the life of the franchise.

Enclosed is another copy of our "green grid" which compares the four proposals in terms of resources allocated to KVIE and to the community as a whole.

Sincerely,

Dave Cox

Chairman of the Board

cc: KVIE Board

Bill Freeman

Barbara O'Conner Steve Robbins Bob Rios Mary Lou Wright



PUBLIC ACCESS SACRAMENTO

Mailing Address: 1820 J Street, Sacramento, CA 95814

TO:

POTENTIAL CABLE BIDDERS AND

CITY AND COUNTY ELECTED REPRESENTATIVES

FROM:

PUBLIC ACCESS SACRAMENTO (PAS)

DATE:

FEBRUARY 11, 1982

Attached is a copy of suggested guidelines for community access programming, equipment, resources and non-profit corporate structure prepared by PAS.

PAS made up of volunteers and agency representatives, has devoted numerous hours and resources into these guidelines and we urge that they be considered in the proposal process.

We also want to express appreciation for input into this effort by both potential operators and city and county officials.

If you have any questions, please feel free to contact the undersigned.

Respectfully submitted,

CAROL BASS

Chairperson, PAS

486-9227

MARGE NUNES Vice-Chair, PAS 447-7063

MN/mb



PUBLIC ACCESS SACRAMENTO

Mailing Address: 1820 J Street, Sacramento, CA 95814

I. INTRODUCTION

Public Access Sacramento (PAS) is a broad-based coalition of individuals and representatives of organizations working to assure the Community Programming sections of the Sacramento County cable franchise will best serve the needs of its citizens, institutions, and organizations. To bring about this goal, PAS is involved in these activities:

- 1. To define the concept of community access to cable television;
- 2. To examine the necessary components to guarantee its success;
- 3. To suggest ways to develop quality programming and encourage community involvement; and
- 4. To support community access for community groups and private citizens.

The members of this coalition strongly feel that cable television has tremendous use other than that of an entertainment medium. Community access provides a communication network. It is not only a means by which members of the community express themselves, it is also the means by which information and ideas flow throughout the community. Interaction among segments of the community which otherwise might not occur will be possible.

After extensive research, including interviews with individuals active in the field of community access, it has become apparent that local access, if done correctly, with professional assistance and commitment, will generate sufficient audience interest to support continued production. Moreover, if the general public has a positive experience the first time they watch local access, they will develop attitudes that will assure continued success. It is imperative that the necessary components to guarantee its success are available from the first day of service.

II. SUCCESSFUL COMMUNITY PROGRAMMING

The key to a successful community programming effort is participation by a wide variety of groups and individuals. This promotes a free flow of information among and between segments of our society that is so vital to our concept of democracy.

The task before us is to design a community programming operation that promotes communication and the sharing of information. There are four important elements of such an operation: access, education, opportunity and financing.

A. ACCESS

Community members must have access to the tools and the knowledge necessary to produce their own programming, and time on the cable system to air their message. Specifically access means the availability of:

training in production skills; easily accessable equipment and facilities; content control by the community producer; program time on the cable system.

B. EDUCATION

The availability of resources will not insure programming or participation if the community is not aware of their existence. It is incumbent on the operator to provide the necessary promotion and outreach to insure familiarity and use of the community access system.

C. OPPORTUNITY

It is our hope that the community will not only benefit from increased and varied local programming, but also from the emerging forms of communication such as video/audio interactive capabilities, digital and data-base resources, and other new and experimental technologies. We also recognize the potential for economic growth, employment, and training opportunities to benefit the local community, and will support efforts made to realize that potential.

D. FINANCING

Regarding community use programming, PAS recommends that the cable operator provide start-up and on-going funding for community use programming, commencing with system operation and continuing for the duration of the franchise. There should also be grant money available to encourage innovative community programming.

III. COMMUNITY PROGRAMMING RESOURCES

We recommend an appropriate mix of portable and fixed production equipment, of varying levels of complexity, capable of both taped, live, and interactive distribution. These resources should be located in diverse geographic areas within the cable service area. Community resources and equipment should be available as areas are wired and cable service begins.

CENTRAL STUDIO FACILITY

The concept of providing a complete production studio stems from a need by groups and persons who would like to produce community programming and telecast such programming on the community use channel(s). The time and access to such a studio should be provided on a first come-first served basis similar to the operation of the access centers. The equipment (detailed in the appendix) guarantees the user better quality equipment so that he/she as a producer can produce studio-originated programming.

THE NEIGHBORHOOD ACCESS CENTERS (NAC)

The Neighborhood Access Centers provide the link for local residents to produce and originate their own programming. Located in existing community facilities such as libraries, schools, or community centers, these NAC provide the equipment, training, and staff assistance needed to insure successful community programming. Centers should provide both studio capabilities and the ability to check out equipment for remote use.

MOBILE PRODUCTION VANS

Vans and mobile production units provide the opportunity to produce programming that cannot be produced in the studio. The opportunity to provide programs from various locations in the community is one that encourages the viewer to participate in these activities. Technology today provides for live vidio/audio transmissions which makes viewer participation a reality.

Adequate staff must be provided to assure the successful use of these resources.

IV. COMMUNITY PROGRAMMING POLICY

The Public Access Sacramento committee supports the establishment of a responsive, flexible organizational structure for the development and protection of community use of cable television. We believe that such a structure must evolve through citizen participation, institutional involvement and multilateral cooperation among user constituencies, local governments and cable operator.

The following recommendations indicate important elements of such a structure. It should be built around a permanent, independent, nonprofit corporation to protect and manage the cable resource for the good of the community. It is recommended the corporation be charged with responsibility to:

Allocate channel space on a number of designated community use channels; Allocate community use facilities;

Create new, cross-institutional communications networks;

Develop and manage funding sources and revenues, in addition to the financial contribution of the operator;

Provide a forum for public discussion of allocations and access priorities; Insure that training and technical assistance is available to all sectors of the community;

Establish priorities and allocations for access and institutional channel capacity;

Encourage institutions and community groups to experiment with cable technology as a tool to meet their communications needs; Carry out on-going assessment of community needs.

V. COMMUNITY PROGRAMMING STRUCTURE

PAS recommends that an interim Board of Directors be selected by incorporators representing community groups which have expressed an interest in community use of cable such as, but not limited to, PAS, Educational Consortium, KVIE, Health Consortium, Religious Consortium. The incorporators primary responsibility will be appointing a Board of Directors and with them formulating by-laws; and for building a membership as provided in the by-laws which, when it reaches a predetermined number, will replace the interim Board with one elected by the membership. The Board of Directors should be representative of, but not limited to, such groups as:

the elderly; women; organized labor; human services; education; organized religion. youth;
low-income community;
business community;
cultural institutions;
minorities - language and racial;

The corporation should be broad-based in membership and represent the diverse segments of the Sacramento community. The membership should reflect both users and viewers of community programming. We urge that the board of the nonprofit corporation be established at the time of the final signing of the contract awarding the franchise in order to serve as a catalyst for the emergence of institutional and community/public access usage. We also recommend an appeal process to the cable commission in the event of dissatisfaction with the policies of the community use programming corporation.

APPENDIX

PROPOSED EQUIPMENT FOR STUDIO CENTER

Studio cameras complete with lens and accessories; Television film chain (telecine) with 16mm SOF, super 8mm and 35mm slide projector; Production switcher; 3/4" video tape recorder(s); Character generator with large memory; Audio mixing console; Package of accessories, sync. generator, monitors, amps, etc.; 1/4" reel to reel tape recorder; Cassette tape recorder; Tape cartridge player; Audio console with 2 turntables; Key lights with lamps; Light dimmer system; Floor mics w/mics and boom; Lavalier mics; Time base correctors; 1/2" recorders, to meet format demands; Post production editing consoles; Sets and props; Cablecasting and engineering equipment; Computer center;

For an approximate total cost of \$1 million.

PROPOSED EQUIPMENT FOR NEIGHBORHOOD ACCESS CENTERS

EFF Cameras complete with tripods and lens and accessories; 3/4" video porta pak recorders; Audio package with mixer, mics, etc; Monitors with accessories; Lighting packages; Editing production units; System input modulator; APPLE computer; Character generator; Cablecasting and engineering equipment;

For a total approximate cost of \$150,000 per center.

PROPOSED EQUIPMENT FOR MOBILE VANS

EFP Cameras w/lens and accessories;
3/4" video recorders;
Audio kits capable of 2 channel audio;
Monitors and accessories;
Production switchers;
Time base correctors and sync. generator;
Lighting packages;
Mobile vans;
Transmitting dish & receiver for live unit;

For a total approximate cost of \$150,000 per van.

FM RADIO ACCESS

PAS also feels that "Basic Cable" service shall include, at no extra charge, an FM drop for each home carrying basic commercial and community access program capability; that the Central Access Studio include capability to produce quality stereo audio community access programming; that each neighborhood access studio carry the same stereo audio production facilities; that each remote production TV van be stereo capable; and that a master plan for community FM radio access be developed with the emphasis placed on "neighborhood or community" access as opposed to system wide access.

PROPOSED EQUIPMENT FOR FM STUDIO

Mixer;
Turntable;
Monitor speakers;
Monitor Amp;
Cue speakers, Cue amp;
Half-track reel to reel recorder;
Cassette decks;
Stereo audio limiting/compression chain;
Mikes;
Head sets;
Clock;
Tape eraser;
Cart record/playback;
Cart Playback only.

Ideally each FM access station should have two studios - one for live air use, the other for production.

For a total approximate cost of \$10,000 per studio.

PUBLIC ACCESS SACRAMENTO ANALYSIS

CABLE TELEVISION PUBLIC ACCESS and COMMUNITY USE RESOURCES

CABLEVISION

STRENGTHS:

- * .336 van well equipped
- * Tier structure guarantees each subscriber will have interactive capability which may increase effectiveness of this particular service.
- * Non-profit structure is of membership form which will allow more involvement of the community.

WEAKNESSES:

- * No training required prior to use of equipment which may reduce the life of the equipment, increase maintenance costs, possibly reduce the quality of access production.
- * Limited studio facilities for community-use programming. Limited access to portable equipment not condusive to increased programming.
- * Limited editing facilities for community producers.
- * Mobile van (.338) available only 4 days per week.
- * Only 4 portable equipment units allocated for .336 and .338. This may particularly create problems with the limited studio facilities. (Pool of 20 porta-paks available at operator's discretion.
- * Operator training program limited to monthly workshops for the first year and only 9 times the next year.
- * Community programming is essentially cable company controlled, rather than community controlled. Programming funds during years 4 15 are allocated by a corporate/investor group rather than the community use non-profit. The five local programming entities (KVIE, Educational Consortium, Government, Health Consortium, and SPC) will compete for the \$1 million available during years 4 15.
- * Insufficient funding for SPC will require the non-profit to fundraise to supplement budget. (\$150,000 annual minimum allocated specifically to .336 during years 4 15)
- * High total number of hours (364 per year) necessary to fulfill programming contract. This may result in the loss of a particular type of programming (i.e. Health) if the local group cannot fulfill the contract.
- * Annual menewal of programming contracts does not provide for program continuity.
- * Concerns related to tier structure **
 - high basic rate prevents consumer choice of services
 - lifeline rate demands "proof of poverty" to qualify for lower entry level of cable services

- lifeline subscribers will not have the option of acquiring the interactive service.
- ** Prior to Cablevision's change in proposal.

GREATER SACRAMENTO COUNTY CABLE

STRENGTHS:

- * Additional access channel on basic tier.
- * Portable equipment available at different locations throughout the city and county.
- * Funding for .336 programming adequate.

WEAKNESSES:

- * The .336 studio is to be shared with .338 users. (Ordinance specified that the .336 studio be separate and independent.)
- * Staffing for .336 and .338 is to be shared and may not be sufficient. (Although GSC states that the L/O staff may assist community programmers, it is unlikely that this staff will be able to assist others and also produce the committed L/O programming.)
- * Studios are not geographically located throughout the city and county.
- * Mobile vans minimally equipped.
- * Non-Membership community use non-profit corporation (SCUP) discourages community involvement in policy decisions regarding community programming.
- * Franchisee-sponsored programming commitment does not include a minimum of locally produced programming. (The weekly programming commitment may include unlimited purchased programming.)
- * High programming requirements for community producers (i.e. 112 hours per week for the Women's Communications Corporation) may encourage use of purchased tapes and/or may decrease the quality of local productions.

UNITED TRIBUNE CABLE

STRENGTHS:

- * Studio facilities (10) located throughout the city and county.
- * One studio has capacity to seat up to 350 people, one has seating for 150.

PUBLIC ACCESS SACRAMENTO ANALYSIS Page 3

- * Staffing for .336 and .338 adequate.
- * Community use non-profit corporation is of the membership form which will allow more involvement of the community in policy decisions regarding community programming.
- * Quality of the equipment is geared to the ability of the volunteer producer.
- * United has provided an equipment replacement fund for .336 and .338.
- * All studios and equipment are accessible to the handicapped.
- * Two additional channels are reserved for community access.
- * Training program very comprehensive.
- * Photo/graphic facility and radio access available at all community use facilities.
- * Mobile vans well equipped.
- * Fifteen community viewing centers available for group viewing of a program and/or for non-cable subscribers.
- * Will commit \$150,000 toward the administrative expenses of a community foundation for Sacramento. Contributions made from within the business community during the first year will be matched by United.

WEAKNESSES:

* Revision of the By-laws are under the control of cable commission.

WARNER AMEX

STRENGTHS:

- * Additional channel reserved for .336 use if the first is filled to capacity.
- * .338 (franchise sponsored community use programming) is sufficiently staffed to support the minimum of fifty hours per week of community programming guaranteed by their proposal. Using volunteers (as in their proposal), the additional reserved fifty hours could also be programmed.
- * Four neighborhood studies provided for .336 programming.
- * Studios (.342) in Folsom and Galt to provide easier access for those communities.
- * Professional production vans well equipped.

PUBLIC ACCESS SACRAMENTO ANALYSIS Page 4

- * Comprehensive training programs provided.
- * Continuing public outreach process by committing themselves to interviewing ten community organizations per month over the 15 year franchise to invite their participation.
- * Sacramento representatives who are on the corporate governing board can make decisions in an independent manner with no self-interest in mind as they do not have a financial interest in the company.
- * Access to QUBE interactive technology provided to community organizations.
- * Proposes trust whose purpose is to support wide range of cultural and civic activities.

WEAKNESSES:

- * SCUB (non-profit access corporation) to be established by Warner Amex will be composed of members of local non-profit organizations. Individuals from the public at large are excluded from membership.
- * Limited access to portable equipment for .336 users.
- * Limited studio facility use for .338 users (only .338 facility available is 20% use of the L/O studio).

PUBLIC ACCESS SACRAMENTO

	<u>u </u>				
COMPANY	Public Access (.336) an		1		I
KONPROFIT CORP.	FACILITIES/EQUIP.	PORTABLE EQUIP.	STAFF	OPERATING BUDGET	PROGRAMMING CONMITMENT
CABLEVISION	One 1000 sq.ft. studio \$77,905 FM Audio Studio \$30,000	One mobile van \$121,550	hired by SPC, # depends on funding	shazed * \$150,000 annually - minimum	One Public Access Channel on River City Basic additional channel(s) available if needed
338 Sacramento Programming Cooperative	One 2400 sq.ft. studio \$282,050	Four porta-pake . \$68,380	hired by SPC, # depends on		yr 1: 3 hra/week yr 2: 4 hra/week yro 3-15:7 hra/week
(SPC) SHARE	D .	20 porta-pake \$341,900 One mobile van	funding 2.4 full time equiva- lents from	yr 1: \$350,000 yr 2: 400,000 yr 3: 450,000	One SPC channel available
		with L/O \$121,550	L/O yrs 1- 1; availabla by request	yrs 4-15: 150,000 * (@inimum-administered by [SPC)	
227	Replacement Budget: In operating budget		yrs 4-15	\$1 million available for programming contracts to community groups	
CREATER SACRAHEN	ro .	One mobile van \$13,484 Ten porta-paks 73,484	shared	\$6,037,199 administered by SCUP	Two Public Access Channels
338 Sacramento Community Use Program Corporat (SCUP)	i ch	One mobile van \$13,484	shared	\$1,110,945 sdministered by SCUP	yr 1: 85 hrs/week yr 2: 171 yr 3: 257 " yr 4: 343 yrs 5-15: 425 " includes purchased tape -
SHARE	One 1600 sq.ft. studio	332 can share 1/0	1	\$300,000	no locally produced minimum stated
	includes one edit set- up \$330.513 Audio Studio \$12.849 L/O studio	van	22 20 interns	administered by SCUP	
•	\$330,513 338 can use two video of two interactive classro by Ed. Consort.	ms when not used	-		
	336 and 338 can use six when available One captioning studio \$42,202	344/342 studios ·			
	Replacement budget: in and operating budgets	luded in maintenanc			
336 UNITED-TRIBUNE Sacramento Community Cable	One Satellite Access Center, 5775 sq.fc. includes 2490 sq.ft. studio, photo lab, radio studio,	One mobile van' \$144,855 12 porta-paks \$93,600	7 .	\$3,114,500 administered by UTC	One Public Access Channel Two Public Access Channels reserved on tier 2
Corporation (SC3)	two editing rooms. Community Resources Conter, 3360 sq.fr. includes 1000 sq.ft. studio, radio studio, two editing rooms § 361,835				
338	(all 335 resources car Facilities located the		users)	\$24,462,500 administered by UTC	yr 1: 0 hrs/week yr 2: 20 yr 3: 50 " yr 3 5-15: 125
SHARE	as above Five CRC's, 3360 sq.ft. as above One Community Tele— Communications Center,	\$609,420	64	\$17 million (est.) for programming grants, administered by SC3 1.5% of gross revenues annually	
	30,000 sq.ft. portion includes 2400 sq.ft. studios (2), one 1000 sq.ft. studio, three editing rooms, channel control, radio studio,				
,	caption center, 15,000 sq.ft. theater \$2,786,605 Replacement budget:	Replacement budget			
	\$3,148,440	\$1,370,635			
Sacramento Community Use Board	Four Neighborhood studios - \$600,000 One Audio Studio \$30,000 One editing suite \$50,000	Two portu-paks \$36,000	7	\$2,816,250 administered by Warner	One Public Access Channel on first tter One Public Access Channel in reserve
(SCUB) 338	Four editing suites \$200,000	Ope EFF van \$450,000 Three mobile vons \$450,000 Elght porta-paks	41	\$15,325,275 administered by Warner	yr 1; 0 hrs/week yr 2; 25 yrs 3-15; 50 " 80% must be locally
		\$144,000			produced. Additional 50 hours available.
Siare	0 338 whores 20% use of L/O Studio \$640,000 Three editing suites shared 50/50 \$150,000	338 shares 1/0 van 50% - \$525,000 One mobile van \$150,000 Six porta-paks \$109,000		\$150,000 year increases by 50% of CPI annually - administered by SCUB	

SACRAMENTO HEALTH CABLE TELEVISION CONSORTIUM

8 September 1982

TO: Sacramento City Council

Sacramento County Board of Supervisors

FROM: James M. Moorefield, MD, Chairman pro-tem

RE: Health Programming Analysis of Proposals

The enclosed Health Programming Analysis is the result of extensive meetings with each of the four applicants for the Sacramento area cable television franchise, independent study of the proposals by the Consortium, and review of the CTIC preliminary report.

Last year the Health Consortium issued a position statement for inclusion in the Request for Proposals. This statement outlined the requirements necessary for quality health programming on the cable system.

The majority of the cable proposals have met or exceeded these requirements. The analysis of each proposal is an objective report based on the original position statement and subsequent matrix (attached). The analysis is designed to help you make the best decision for Sacramento's future community education, communication and entertainment television system.

The Health Consortium currently represents a broad spectrum of the health care community in Sacramento County. The "charter" participants in the Health Consortium are listed below. The Health Consortium has been actively involved in the Sacramento cable television franchise process since March 1981. With the award of a franchise our work will not be finished—it will increase as we prepare to communicate with the community about better health.

Active Health Consortium organizations:

Kaiser Foundation Hospitals
Sutter Community Hospitals
Mercy San Juan Hospital
Mercy Hospital of Sacramento
Sacto. County Health Department
Eskaton Manzanita Manor
American Cancer Society
Sacramento Blood Bank
American Red Cross
Mental Health Association
Sacramento Heart Research Foundation
Arthritis Foundation
Golden Empire Dist. Dietetic Assoc.
Sacramento Dist. Dental Society

Sacramento Safety Council
UC Davis School of Medicine
Visiting Nurses Association
Sacramento Medical Auxiliary
Diabetes Association
Eskaton American River Hospital
American Lung Association
Easter Seal Society
Sacramento/El Dorado Medical Society
Permanente Medical Group
Healthcare
Methodist Hospital
Sacramento County Health Council
Greater Sacramento Cancer Council

Sacramento Health Cable Television Consortium

HEALTH PROGRAMMING ANALYSIS of Sacramento cable television franchise proposals (in alphabetical order)

8 September 1982

The following analysis of the Sacramento cable television proposals in the area of health programming is based on the position statement of the Sacramento Health Cable Television Consortium. The analysis format lists the benefits and concerns regarding each company's response to the Consortium position statement. The matrix of Consortium recommendations used for this analysis is attached.

. Items of a technical nature, i.e., narrow casting, data transfer, teleconferencing, telefacsimile, signal origination, are not addressed, since all proposals show a similar ability to carry out such technical functions. Other factors such as training and cable drops were found to be satisfactory in all proposals.

CABLEVISION

Benefits

One health channel allocated to the Health Consortium for use under the .344 section of the ordinance. Authority of the channel directly given to the Consortium.

Attainable minimum hours of local production required on an incremental basis.

Provides three porta paks (\$53,285), with free maintenance. Shared use of local origination equipment and Education Consortium studio.

Provides 1.5 FTE programming staff specifically to Health Consortium.

Provides start-up operating grant (\$175,000) and annual operating contracts totally \$1,350,000 (minimum).

River City Basic provides correspondance through electronic messaging on subscriber service.

Concerns

Shared use of a studio with Educational Consortium may pose a scheduling and access problem. Health Consortium is not included in determining site for shared studio.

Institutional channels allocated on a need basis. Proposal unclear on how arrangements would be made.

Health programming analysis 8 September 1982 Page two

Proposal does not clearly address the difference between public and commercial use of institutional channels, specifically with regards to medical use.

Comprehensive package cost of \$19.50 may exclude a portions of health programming target audience.

GREATER SACRAMENTO CABLE

Benefits

One channel allocated to the Heath Consortium for use under the .344 section of the ordinance. Authority of the channel directly given to the Consortium.

Provides funds to equip a health consortium studio (\$53,700).

Provides annual operating grant (\$750,000 total) and ability to apply for further funds.

Provides Ford E-100 van with porta pak (\$13,484) and two additional porta paks (\$14,666).

Three data channels and one packet switch system (\$25,000) for health consortium use.

Concerns

Minimum programming requirement of 40/hrs per week is excessive and does not allow for incremental start-up.

Health Consortium to locate and maintain studio site. Access to GSC studios on a lease arrangement.

Studio equipment funds may be insufficient.

Institutional channels allocated on a need basis. Proposal unclear on how arrangements would be made.

Mobile van insufficiently equipped.

UNITED-TRIBUNE CABLE

Benefits

One health channel allocated to the Health Consortium for use under

Health programming analysis 28 July 1982 Page three

the .344 section of the ordinance. Authority of the channel directly given to the Consortium with no programming minimum requirement.

Provides both initial (\$140,000) and replacement (\$140,000) equipment funding and ability to apply for further funds.

Provides two institutional channels for Health Consortium use.

Provides institutional equipment and operating grant (\$210,000).

Demonstrated willingness to work with health agencies through present. Community Resources Center.

Concerns

Health Consortium to locate and maintain studio site.

One-time Health Consortium operating grant of \$52,800 seems insufficient.

Proposal does not clearly address the difference between commercial and non-commercial use of institutional channels, specifically with regards to medical use.

WARNER/AMEX

Benefits

Provides no direct benefits to Health Consortium as an organization.

Concerns

Warner/Amex community use philosophy precludes independent Health Consortium programming. All health programming is subject to Sacramento Community Use Board and Channel Council authority (Ord. sec. .338).

No subscriber channel or production equipment allocated to Health Consortium. Health programming to share space on Channel 23. Very limited local health programming planned (2½ hours per week).

Portions of Ascertainment Study regarding health programming are inaccurate.

Institutional channels allocated on a need basis. Proposal unclear on how arrangements would be made.

Proposal does not clearly address the difference between public and commercial use of institutional channels, specifically with regards to medical use.

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HEALTH CONSORTIUM RECONMENDATIONS	CABLEVISION	CRT SACTO CABLE	UNITED	WARNER/AMEX
One interactive, 24-hour, general subscriber channel on the basic tier, managed by the Health Consortium	Yes. Ch. 29 on River City Basic Min. req. of 7 hrs. per wk locally pro- duced by year 4.	Yes. Ch. B-24 Min. req. of 40 hrs/wk. local and non-local	Yes. Ch. 32 No minimum	No. A portion of Ch.2: avail. for health programming
Aid in fully equip- ping a studio for consortium use	Shared use of Ed. Consort, studio; access to other studios	\$53,700 grant for equip. for Health consort. studio	\$140,000 grant for equip. for Health consort. studio. Access to 10 others	No.
Down-link satellite feeds or assured access to satellite	Yes, at each of 4 head-ends	Yes. Four TVRO satellite earth stations at hub sites.	Yes. Eight TVRC satellite earth sta- tions, one conic horn.	Yes. Ten TVRO satellite earth stations.
Technical production assistance and train-ing of volunteers	Yes.	Yes.	Yes.	Yes.
Caption and bilingual facilities	Yes. Access to tel- eprompter unit and signers.	Yes. open and closed captioning.	Yes. NCI caption— ing at headend. Bi— lingual encouraged.	Work with local
24-hour teletext capability	Yes.	Yes. Local Net 20 system	Yes. Indax system.	Yes. Qube system.
Mobile unit, or access to same	3 portapaks; access to 3 mobile units	Use of 1 mobile unit and 2 porta- paks (\$28,150)	Access to 5 mobile units and 59 porta-	Access to 6 mobile units and 8 porta- paks
Cable drops linking Consortium agencies to hospitals	Free to non-profits, agencies pay for subscription (PIN)	Free connection to subscriber and institution nets.	Free connection to non-profits	Cable Commission to allocate 750 free drops.
Capability to feed local origination programming to head-end from agencies	Yes, via Health Consort. modulator	Yes.	Yes, via six Health Consort. modulators	Yes.
Subscriber drops and basic tier of service to consortium agencies	By subscription only	Yes.	Yes. free drops to non-profits.	By subscription onl

HEALTH CONSORTIUM RECOMMENDATIONS-2	CABLEVISION	GRT SACTO CABLE	UNITED	WARNER/AMEX
Narrow casting capability	Yes.	Yes.	Yes.	Yes.
Data transfer	Yes.	Yes.	Yes.	Yes.
capability				
Two interactive audio/visual channels on insti-tutional network	Access to PIN on a need basis.	Access to institutional net on a need basis.	Yes. (Referred to, but actual form inadvertantly omitted)	Access to Institu- tional net on a need basis. Priorit useage to hospital:
One audio/visual channel for patient education	Acces to PIN on a need basis.	Access to institu- tional net on a need basis.	Included in two institutional chan-nels.	Arrangements for services made on an individual basis.
Subscriber drops and basic tier of service for patient rooms	Arrangements for services mode on an individual basis.	Arrangements for services made on an individual basis.	Patient rooms wired at cost.	Arrangements for services made on an individual basis.
Ability to maintain full-time instant access controlled by Consortium	Yes, for allocated channel	Yes, for allocated channel	Yes, for allocated channels.	No.
Down-link satellive feeds to receive programming	Yes.	Yes.	Yes.	Yes.
Capacity to conduct teleconferences	Yes.	Yes.	Yes.	Yes.
Capacity to add chonnels as required	Yes.	Yes.	Yes.	Yes.
Data channel capacity with ability to expand to professional offices	Yes. Commercial use requires lease	Yes. 3 data channels and 1 packet-switch system (\$25,000)	Yes. Commercial use requires lease	Yes.
Telefacsimile capability	Yes. Printers not supplied	Yes.	Yes. Printers not supplied, may apply for grant	Yes.
			J. S.	
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HEALTH CONSORTIUM RECOMMENDATIONS-3	CABLEVISION	GRT SACTO CABLE	UNITED	WARNER/AMEX
Ability to maintain confidentiality through narrow-cast, closed circuit and/or selective reception	Yes.	Yes.	Yes.	Yes.
Ability for simul- taneous use of a channel	Yes.	Yes.	Yes.	Yes.
Production equip- ment accessible to each institution	Yes. See #2	Yes. See #2	Yes. \$210,000 grant for hardware, software, operating	Yes. See #2
Ability to direct signals into the system to the head-end	Yes.	Yes.	Yes.	Yes.
Ability to send institutional orig-inated programs to general subscribers	Yes.	Yes.	Yes, six institu- tional channels on subscriber net.	Yes.
Mobile unit access	Yes. See #7	Yes. See #7	Yes. See #7	Yes. See #7
OTHER: (Not specified in position statement, but offered by cable companies) A. Governance/control B. Funding	As a .344 user, the Health consort. would have control of Ch. 29 and any institutional programming. Not subject to SPC control. Grant of \$600,000 in first 3 yrs for operating funds; minimum annual contracts of \$50,-75,000 in yrs 4-15. Ability to apply for further grants.	Channel allocated under .344. SCUP: Health consort, to provide 1 director. \$53,700 grant for studio equip., Use of mobile van and equip. Average operating grant of \$50,000 annually	As a .344 user, the Health consort. would have control of channels, however, consort. or individual groups to provide SCCC director. \$140,000 initial hardware grant; \$140,000 replacement grant; Operating grant of \$52,800; \$60,000 institutional hardware grant; \$150,000 software, program grant. Ability to apply for SC3 funds.	.338. Controlled by SCUB and channel councils. Health Consort., Lung Assoc., and Mental Health to name channel ccuncil. SCUB to have full authority to allocate community use time. None specified.

COUNTY OF SACRAMENTO OFFICE OF THE COUNTY EXECUTIVE



September 20, 1982

To:

Members, Board of Supervisors Members, Sacramento City Council

From:

William R. Freeman

Assistant County Executive

Subject;

PROPOSED SCHEDULE--REMAINING CABLE TELEVISION HEARINGS

The original schedule of hearings for cable television identified specific items for the various hearing dates. We have not been able to maintain that schedule. Consequently, I am suggesting the following agenda for the next two meetings. I have made some rough time estimates for what is left and the following division is based on those time estimates.

Monday, September 20, 1982.

- 1. <u>Final Environmental Impact Report</u>. This is an item which was continued from a previous meeting, it is suggested that this item be heard first.
- 2. Applicants Comments on CTIC Presentation. In keeping with the original schedule, it is suggested that each applicant be provided no more than ten minutes to comment on CTIC's presentation on their final report.
- 3. Staff Reports. These were previously submitted to the Board and Council and are informational reports. No staff presentation is anticipated but staff will be available to answer questions. In addition, there is a new report submitted by County Counsel dealing with various aspects of the proposals. Also, the City Attorney has presented information pertaining to the "Goldwater Bill." His memo indicates that Councilperson Serna wishes to bring this item up this evening.
- 4. Public Testimony From Organizations Formed to Address Cable. The following groups have indicated an interest in making presentations: International Television Association (ITVA); Educational Consortium; Religious Coalition; Health Consortium; Public Assess Sacramento (PAS); KVIE; and The Women's Communication Corporation. In addition, a representative of the City of Galt also wishes to testify. These groups have been allocated fifteen minutes each for their testimony.

Wednesday, September 22, 1982

- 1. <u>Public Testimony</u>. To date approximately 50 individuals or organizations have requested time to testify. A time allocation of three minutes per person or organization has been established. With the persons who have already contacted us, plus others who may wish to testify, this testimony may last three hours.
- 2. Applicants Final Summary. As previously indicated, each of the applicants will have a final fifteen minutes to summarize their proposals on the testimony presented.

In view of the above it would appear that both meetings could continue until 11:00 p.m. As an alternative another meeting could be considered but there are serious time constraints in terms of available meetings prior to the tentative selection meeting scheduled for September 27, 1982 at 9:00 a.m.

This memorandum has been prepared to provide the Board and Council information to structure these final two hearings to best meet the time restrictions facing both bodies.

WILLIAM R. FREEMAN

Assistant County Executive

WRF:emw

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COUNTY OF SACRAMENTO

Inter-Department Correspondence

Date Sept. 17, 1982

Chairperson and Members Board of Supervisors County of Sacramento

To

Mayor and Members City Council City of Sacramento

From :

L. B. ELAM County Counsel

Subject:

Process and Support Services for Preparation of Cable Television Franchise Sub-Committees Agenda - September 24, 1982

RECOMMENDATIONS

City and County Staff recommend the following procedure and support services in relation to preparation of the Resolution Offering the Cable Television Franchise:

- 1. That the Governing Bodies authorize retention of the following support services:
 - a. The firm of CTIC to analyze the technical plans and specification for the Cable Television System, and for preparation of a specific list of additions to those plans and specifications to be submitted by the Selectee as an addition to the Application;
 - b. The firm of CTIC to perform an economic analysis of the proposed System capitalization and operation in light of whatever changes are made as a result of the extension of services to accommodate the energy conservation needs of SMUD; and
 - c. A special attorney to be hired on a full-time basis until issuance of the Resolution Offering the Franchise to review the Selectee's Application and prepare preliminary drafts of the Resolution, to be appointed by and to work under the direct supervision of the County Counsel.
- 2. That the following plan for preparation of the Resolution Offering the Franchise be adopted:
 - a. That the Resolution offering the Franchise be scheduled for adoption by the Governing Bodies of

the City, County and Cable Television Commission on Tuesday, November 30, 1982.

- b. Filing by the Selectee of the Certificate of Acceptance of the Franchise by December 31, 1982.
- c. That a City-County Negotiating Team be formed consisting of Robert Smith, William Freeman, Mac Mailes, James Jackson and Lee Elam, to meet and confer with the Selectee concerning the terms and conditions of the Resolution Offering the Franchise;
- d. That commencing during the week of October 4, 1982, and continuing thereafter until the Resolution is completed, a series of weekly or more frequent meetings be scheduled between representatives of the Selectee and the negotiating team for the purpose of developing the terms and conditions of the Resolution;
- e. That the Sub-Committees be available for weekly or more frequent meetings during the months of October and November for the purpose of recommending policy decisions to the Governing Bodies, resolving disagreements between the Negotiating Team and Selectee, and tentatively approving drafts of the Resolution Offering the Franchise;
- f. That CTIC issue to the Selectee by Monday, October 4, 1982, a specific list of all additions to the technical plans and specifications for the System required in order to create assurance of the substantive promises contained in the Application;
- g. That the Governing Bodies finally make all policy decisions relating to non-entertainment services, the terms and conditions of contributions to private parties, and other policy decisions on or before Tuesday, November 16, 1982;
- h. That the Selectee submit to CTIC by Tuesday, November 2, 1982, a description of all modifications of plans and specifications, operational plans and services required respecting any agreement it may make to accommodate SMUD's needs:
- i. That the Selectee submit for review by CTIC all required additions to the plans and specifications for the System by Tuesday, November 16, 1982; and
- j. That CTIC present by Tuesday, November 23, 1982, a written report containing its views respecting the impact of changes made in order to accommodate SMUD's needs.

DISCUSSION

By Assembly Bill No. 3685, under franchises issued after December 31, 1982, franchisees may exempt themselves from rate regulation, even forms of regulation which have been imposed pursuant to voluntary offers made by the franchisee in its application. The implications of award of the Sacramento Franchise by December 31, 1982, in relation to the legal authority to regulate rates, is discussed in an accompanying memorandum dated September 20, 1982, directed to the Governing Bodies.

The schedule for issuance of the franchise recommended above envisions issuance of the franchise by December 31, 1982, in order to protect the power of the awarding authorities to regulate rates to the extent permitted by the Ordinance.

Staff recommends the above schedule as an objective for preservation of the opportunity to contractually accept rate regulation proposals -- not necessarily because Staff believes that the schedule is likely to be achieved. Although the schedule is theoretically capable of achievement -- in the normal course of events there are practical obstacles which will likely arise necessitating delays. Therefore, the importance of rate regulation in relation to selection of the best proposal, should be balanced against the estimated likelihood that the above schedule will be fulfilled.

The above schedule integrates the following elements which City-County Staff consider essential to a prudent and business-like approach to issuance of the Sacramento Franchise, based upon the unique circumstances which have developed.

l. Plans and Specifications. The four applications have been collectively characterized as the most technologically advanced proposals for a Cable Television System which any awarding authority in the United States has yet received. The complexity of the proposals revealed during the selection process has been overwhelming. Each of the applications differ in the degree of specificity with respect to which the technical design and components of the proposed System has been identified. As a contract, the System design and components will be enforceable only to the extent of the detail prescribed by the Franchise Documents.

Staff strongly recommends that expert assistance be retained to review the plans of the winning proposal, and develop a

definition of the detail required to establish a reasonably enforceable contractual relationship in relation to the design and components of the System. The firm which finally reviews the plans for contractual sufficiency, should also be the one retained to inspect the System as it is constructed in behalf of the awarding authority.

It is recommended that CTIC be retained for these purposes. It will bring to the project a pre-existing knowledge and understanding of the contents of the winning application for which it has already been compensated. CTIC can, therefore, be expected to respond more rapidly than any other potential consultant -- a consideration which is important in light of the pressing schedule identified above.

2. Economic Analysis Re SMUD. The Governing Bodies will recall that each of the Applicants were requested to file with the Treasurer such specific proposals as they desire to make in response to the needs assessment issued by SMUD respecting energy conservation management. All four Applicants made filings on September 1. The filings will be opened by the Treasurer and made public on September 28, the day following tentative selection.

Potentially, the proposal relating to SMUD by the Selectee will dramatically impact the design of the System, and economic implications of capitalization of construction and operation of the System. The extensive focus of and importance which CTIC has attached to economic viability issues, convinces Staff that further consultative assistance is required respecting the impact of the Selectee's proposal concerning SMUD.

Such an analysis would be made not on a competitive basis, but for the purpose of reflecting upon any changes which the SMUD proposal might require in the analysis made by CTIC of the economic viability of the proposal initially submitted by the Selectee.

For obvious reasons, Staff similarly recommends that CTIC be retained to perform this task.

3. Supplementary Legal Services. Technically, there is no reason why a Resolution Offering the Franchise could not be issued within a few days following tentative selection. There are very few provisions required to be included within the Resolution. The Resolution could simply incorporate the application by reference.

Adoption of such a procedure would effectively delegate writing of the most crucial elements of the franchise contract to the Franchisee. It is the Application which would thereby become

the most important contractual document. Since the Application would have been written by the Franchisee, it would say what the Franchisee wanted it to say, would not say what the Franchisee did not want it to say, and would be ambiguous in such particulars as the Franchisee either negligently or intentionally permitted.

An alternative approach to franchising is to review the Application word-by-word, line-by-line, and provision-by-provision as copiously as reasonably possible — to specifically adopt those portions of the Application determined to be sufficiently clear to protect the interests of the awarding authority, and to re-write those provisions determined to be insufficient. It is, in the view of Staff, this procedure which best protects the interests of the awarding authority. It is this procedure which Staff recommends for that reason.

As you know, each application is about twenty-four inches thick. The volume of material is staggering. It is estimated that in order for a copious review of the winning Application to be conducted within the time frame specified above, and for re-writing to satisfy that time-line, the services of two attorneys on more than a full-time basis will be required. Conflicting demands upon the time of both Mr. Jackson and I deprive us of the ability to invest such time. Mr. Jackson is able to contribute, on a part-time basis, the services of one of the members of his staff. I am not able to make corresponding services available. Even if I were, the combined part-time efforts of two attorneys would be insufficient.

Therefore, authorization is requested to retain, by contact or temporary assignment, supplementary full-time legal services equivalent to one position until adoption of the Resolution Offering the Franchise.

4. Negotiation of Franchise. Development of the Resolution Offering the Franchise will involve three major functional components: (i) improvement by supplement of the technical plans and specifications for the System contained in the Application to the extent necessary to create a legally enforceable contractual commitment; (ii) determination of policy issues by the Governing Bodies; and (iii) redrafting of ambiguous provisions of the Application for the purpose of improving clarity.

The function of supplementing the plans and specifications would be primarily the responsibility of CTIC and the Selectee. The timing of completion of that task will predominantly depend upon the responsiveness of the Selectee.

In developing the above schedule, contact has not been made with SMUD to ascertain how much time SMUD believes will be required to finalize the details of any arrangement with the Selectee to

satisfy SMUD's needs. The timing of completion of that task will turn primarily upon the responsiveness of SMUD and the Selectee.

The two major types of policy determinations by the Governing Bodies which are now known, will relate to the extent to which non-entertainment services proposed by the Applicant should be mandated under the franchise, and therefore vested. Prior to commencement of the final selection process, it was anticipated that such issues would be resolved primarily by inaction -permitting the Franchisee to offer whatever non-entertainment services it might desire, reserving future regulatory control. The intense focus upon interactive and other services which emerged during the hearings suggest the possibility of greater policy emphasis upon non-entertainment services which might be mandated under the franchise. That issue, drafting complications associated therewith, and potential concerns by competitors, such as burglar alarm companies, could require a significant investment of time by policy makers. The second significant type of policy decision relates to required approval of terms and conditions of Franchisee grants to private recipients. A third, as yet undefined, type of policy decision will relate to issues generated by precise drafting of various provisions contained in the Application. It is inevitable that misunderstandings requiring policy level resolution will be generated by the re-drafting process.

The timeliness of completing the policy-making function will turn primarily upon the time availability of the policy makers. It is not expected that the single hearing scheduled for October 27, 1982, will be sufficient to permit final policy decisions respecting mandated non-entertainment services.

The "nuts and bolts" process of relieving the Application of ambiguity will commence immediately following tentative selection on September 27, 1982, and will be completed as soon as possible. Completion of this function will depend upon the volume of resources committed by the City and County, the extent to which resistence is encountered with the Selectee, and the nature and extent of policy determinations generated by the drafting process.

Enclosed herewith is a very preliminary outline by subject matter of the types of provisions considered by Staff essential for inclusion in the Resolution Offering the Franchise. A precise review of the winning Application will at least double, if not triple or quadruple, the volume of the enclosed outline.

L. B. ELAM County Counsel

cc: Robert Smith, Administrator, CTC William Freeman, Assistant County Executive Mac Mailes, Assistant City Manager James Jackson, City Attorney Franchise Applicants

CABLE TELEVISION FRANCHISE

OUTLINE OF CONTENTS OF RESOLUTION OFFERING THE FRANCHISE

1. General Provisions

- 1. <u>Identification of Franchisee</u> -- (CTIC 7/19/82 Prelim., pgs. III-1 III-12; Ordinance, Sec. 5.50.756).
 - a. Partnership Joint Venture Corporation?
 - b. Identification of General Partners, Venturers, Major Shareholders.
 - c. Identification of Vertical Ownership Structure.
- 2. Who is the signator to the Franchise?
 - a. Local entity only? or
 - b. Also parent or holding companies or individuals -i.e.; to what extent are the assets of the national organizations which sponsored the proposals to be committed in fulfillment of the promises contained in the application?
- 3. Identification of equity and debt structure for financing System construction (Ordinance, Sec. 5.50.752) -- including review of such questions as:
 - a. Any terms of financing agreements which preempt management control;
 - b. Rights of lendors in the event of default;
 - c. Subordination issues.
- 4. Recitals concerning and reservation of authority to levy possessory interest taxes on the System. (Rev. & Tax. C., Sec. 107.6).
- Approval of specified leases of property utilized for installation of the System. (Ordinance, Sec. 5.50.026).
- 6. Schedule for applications re land use approvals on hub sites, towers, etc. (Ordinance, Sec. 5.50.034).
- 7. Franchise issued in the name of the name of the Cable Television Commission. (Ordinance, Sec. 5.50.040).

8. Prescription of the amount of the award fee. (Ordinance, Sec. 5.50.204).

2. System Design

- 1. System Design -- Specifications (Ordinance, Secs. 5.50.300 5.50.314).
 - a. Detailed plans and specifications should be incorporated into the Resolution Offering the Franchise.
 - b. The plans and specifications should be reviewed in advance for sufficiency by CTIC, and supplemented as recommended by CTIC.
 - c. CTIC, having reviewed and approved the plans and specifications, should be retained by the Cable Television Commission to inspect the System during the course of construction to insure compliance by the Franchisee with the plans and specifications.
- 2. Incorporation into the Resolution Offering the Franchise of any additions or modifications of plans and specifications which otherwise impact the System design, as a result of any agreement entered into between the selectee and SMUD.

3. Community Contributions

- 1. Local origination commitments for Franchisee produced programming (CTIC 9/2/82 Final, pgs. II-46 II-49).
 - a. Detailed plans, specifications, property descriptions, etc. for studios and production facilities;
 - b. Detailed inventories of all equipment to be made available -- including provision for replacement;
 - c. Detailed schedules of staffing and financing budgets;
 - d. Commitments regarding program production -- including allocations to local production, purchased films, etc. satellite and other services;
 - e. Channel reservations; and
 - f. Specific time for completion and provision of the the foregoing to the extent times for performance identified in the application vary from Section 5.50.410 of the Ordinance.
- 2. Access Use -- (Ordinance, Secs. 5.50.336, 5.50.410) -- include

- or incorporate the same details in relation to Access Use as prescribed by Paragraph 1 for local origination.
- 3. Community Use Programming -- Ordinance, Secs. 5.50.338, 5.50.410 -- prescribe or incorporate the same detail in relation to Community Use Programming as is prescribed by Paragraph 1 for local origination; and add
 - a. Schedules of Franchisee guaranteed community use programming;
 - b. Specification of channel commitments -- together with clear delineations of jurisdictional authority over use;
 - c. Definition of jurisdiction and terms of any leased access channels which are made available;
 - d. Prescription of standards for sharing of space, equipment and personnel resources;
 - e. Identification and definition of relationships between Franchisee's local origination efforts, resources and commitments, and Franchisee's guaranteed community use programming;
 - f. Identification of relationship between programming produced by or under jurisdiction of Independent Entity and Franchisee guaranteed programming, local origination programming and programming produced by other organizations.
- 4. Independent Entity -- (Ordinance, Sec. 5.50.334).
 - a. Articles of Incorporation, By-Laws and proposed contract between Entity and Franchisee to be drafted by Franchisee prior to adoption of Resolution Offering the Franchise -- but not to be incorporated into or referred to in the Resolution.
 - b. Exact date of establishment to be prescribed.
 - c. Funding and resource commitments to Independent Entity to be clearly identified, scheduled and dates for performance prescribed to the extent they vary from those established by Section 5.50.410 of the Ordinance.
- 5. Resources to Public Agencies -- (Ordinance, Secs. 5.50.342, 5.50.410) -- incorporate:

- a. A detailed list of all channels, equipment, financial and other resources (including incentives, such as free hook-ups and service) to be provided to public agencies, together with the exact dates of provision and availability;
- b. Prescription of any and all pre-conditions to availability.
- 6. Resources to Others -- (Ordinance, Secs. 5.50.344, 5.50.410).
 - a. During public hearing, comments should be received, policy decisions should be tentatively made, recipients should be directed to negotiate with selectee, and to return with finalized instruments for filing and approval by the Governing Bodies;
 - b. Commitments in proposals should be expressly nullified as to resources covered by legal instruments which are not incorporated into the Franchise Documents.

4. System Construction

- 1. Prescription of the number of dwelling units within the Imposed and Proposed Service Areas as benchmarks for intermediate completion deadlines. (Ordinance, Sec. 5.50.416).
- 2. Establishment of a process by which the following are prescribed and determined:
 - a. Reporting of an overall construction schedule;
 - b. Specification of sub-geographical areas within which construction is to occur -- coupled with precise time tables for construction and installation;
 - c. Stop-gaps and procedures to insure opportunities by Cable Television Commission representatives to inspect the System at various stages of completion;
 - d. Identification of dwelling units within each sub-geographical area -- to ease the panic of determining compliance with intermediate completion dates.
- 3. Formation of a committee consisting of Public Works Directors from affected jurisdictions, chaired by the Manager of the Cable Television Commission, to deal with and be vested with jurisdiction over such issues as:
 - a. Construction schedules, inspection procedures, traffic safety hazard precautions, etc.;

- b. Interpretations and applications of local regulations;
- c. Citizens complaints;
- d. Expeditious processing of permit applications;
- Definition of exact areas where undergrounding is required;
- f. Receipt of reports concerning and action upon excuses for failing to serve isolated dwellings;
- g. Receipt of reports concerning and responses relating to adequacy of compliance with overall completion schedule. (Ordinance, Secs. 5.50.410, 5.50.412, 5.50.416, 5.50.422, 5.50.448 5.50.460, 5.50.466).

Services

- 1. Prescribe all tiers of entertainment programming, including schedules of timing, content and source which the selectee has offered on the Subscriber Network -- including local origination and community use programming. (Ordinance, Sec. 5.50.504).
- 2. Include a detailed description of all resources, benefits and incentives offered in connection with operation of the Institutional Network (exclusive of matters covered under Section 5.50.342 and 5.50.344 of the Ordinance). (CTIC, 9/2/82, Final, pgs. II-64 II-73).
- 3. Include a detailed description of all non-entertainment services on either the Subscriber or Institutional Network which the Governing Bodies decide should be mandated. (Ordinance, Secs. 5.50.504, 5.50.506, 5.50.508). As to mandated non-entertainment services include the following:
 - a. A precise description of the nature and extent of each service;
 - b. The location of the service and types of recipients;
 - c. Identification of providors; and
 - d. Any conditions relating to leased access or otherwise.
- 4. Prescription of any conditions relating to offices, maintenance, response times, staffing, etc. relating to System maintenance and citizen services. Such provisions may, alternatively or conjunctively, be made applicable by the Cable Television Commission from time to time subsequent to issuance of the Franchise. (Ordinance, Secs. 5.50.522, 5.50.524, 5.50.526, 5.50.552).

6. Franchise Fees

- 1. Prescription of dates of payment and amounts of prepaid Franchise Fees to be made during the first fiscal year of operation of the Cable Television Commission based upon a detailed operating budget approved by the Commission, but not incorporated in the Resolution Offering the Franchise. (Ordinance, Secs. 5.50.602, 5.50.604).
- 2. In relation to Franchise Fees, amplification by way of illustration of the types of revenues from System operation, based upon the contents of the application, to be included within the definition of Gross Revenues. (Ordinance, Secs. 5.50.012-b, 5.50.602).
- Prescription of any accounting standards and procedures recommended by the Auditor in relation to Franchise Fees. (Ordinance, Sec. 5.50.608). Alternatively, such requirements may be imposed following the first audit.

7. Miscellaneous

- 1. Prescription of all rates and charges for entertainment and non-entertainment services proposed by the Selectee -- to be applicable at the time service commences.

 (Ordinance, Secs. 5.50.616, 5.50.618, 5.50.622, 5.50.624).
 - a. Identification of dates when changes in rates would be permissible, and procedure by which Selectee might invoke the protections of Government Code, Sec. 53066.1.
 - b. If Selectee has proposed rate regulation of Basic Service, prescription of details relating to charges for purposes of establishing the base for on-going ordinance limitations.
 - c. Rationale for binding effects of service gifts proposed in the application by the Selectee -- as distinguished from freedom conferred by Section 53066.1 to raise or impose rates at will under certain conditions.
- 2. Definition of procedure, standards and other details relating to restrictions upon use of uncommitted channels (i.e.; the "Bank"). (Ordinance, Sec. 5.50.814).
- 3. Identification of mitigation measures required by Phase 1 of the Final Environmental Impact Report, and imposition of the requirement that the Selectee comply with any and all mitigation measures required by Phase 2 of the Final Environmental Impact Report.

COUNTY OF SACRAMENTO

Inter-Department Correspondence

Date Sept. 20. 1982

Chairperson and Members.

Sacramento County Board of Supervisors

To

Mayor and Members

Sacramento City Council

From:

L. B. ELAM

County Counsel

Subject:

Rate Commitments, Guarantees and Regulation

Bid Enhancement and Modification Guarantees of Financial Commitments

Joint Public Hearings on Selection of Tentative Selectee - September 13, 14, 15, 20 and 22, 1982

The following is a report by City-County Staff dealing with topics upon which supplementary discussion has either been requested of Staff or is being initiated by Staff.

1. Rate Commitments, Guarantees and Regulation

CTIC has commented extensively upon rates for entertainment, interactive and other non-entertainment services and associated equipment and hardware for the purpose of discussing both the economic viability of the various proposals and the attractiveness of proposed service packages in relation to subscriber cost. CTIC has not, however, discussed the limitations upon rate regulation contained in the Ordinance, the limitations which will become effective January 1, 1983, by virtue of new State Legislation, or the impact of proposed rate guarantees contained in certain of the Applications. Staff is of the view that a combination of factors to be discussed in this memorandum dictates a low emphasis upon rates as a criteria for selection of the Franchisee. It feels compelled to point out the inherent limitations upon the authority to regulate rates in order to avoid future misunderstandings.

Assembly Bill 3685 (Young, Alquist, Montoya, Duffy, et al) will become effective January 1, 1983. Under that Bill, the Legislature in an uncodified Section, declares its intention to preempt the regulation of subscriber rates, charges and rate structures established under local cable television franchises. In general, the Bill would preempt local regulatory control of cable television franchisees in the following relevant particulars:

- a. Franchisees with 20 or more video channels, receiving signals from satellite earth receiving stations, with subscriber penetration ratios of less than 70%, complying with certain community service requirements, and who are otherwise complying with the terms and conditions of local franchises would be entitled to exempt themselves from control by local agencies as to rates, charges and rate structures. (Gov.C., Sec. 53066.1(a)).
- b. Entitlement to such exemption would arise two years following completion and activation of 80% of the plant miles required to be constructed by the Franchisee under the terms of the franchise. (Gov.C., Sec. 53066.1(a-4)).
- c. If a Franchisee is not otherwise in compliance with the terms and conditions of the local franchise at the time exempting action is taken, the franchisor may commence litigation which could ultimately lead to a total or partial refund of rate increases enforced by the Franchisee pursuant to the exempting action. The refund would be in the form of a credit for future subscription costs, and would apparently not be applicable to persons who terminate service in advance of receiving the benefit of the credit. (Gov.C., Sec. 53066.1(g-3)).
- A. B. 3685 makes it clear that the preemption of rate control applies to both forms of regulation which are unilaterally established by a local franchisor and those established by offer, proposal or other voluntary commitment by an Applicant for a franchise. (Gov.C., Sec. 53066.1(e)). However, the legislation is expressly inapplicable to franchise agreements which are entered into prior to January 1, 1983.

Therefore, the scope of rate regulatory authority reserved under the franchise will significantly turn upon whether the franchise is issued before or after January 1, 1983. The franchise is issued when a Certificate is filed by the tentative Selectee accepting the terms and conditions of the Resolution Offering the Franchise. (Ordinance, Sec. 5.50.220). If that Certificate is filed before January 1, 1983, A.B. 3685 will not impact the reserved regulatory authority respecting rates. Otherwise it will.

Post December 31, 1982 Franchise Issuance.

Notwithstanding the provisions of A.B. 3685, the Ordinance provides for only limited rate regulatory control. Applicants are required to bid rate structures in connection with proposals concerning both entertainment and non-entertainment services. (Sec. 5.50.504). Applicants are authorized to propose rate regulation of Basic Service (the lowest tier of entertainment service). (Secs. 5.50.012-a, 5.50.618). If such regulation is proposed, Basic Service

rates may not be increased until the Cable Television System is completed in its entirety, and thereafter only annually at increments not to exceed 50% of the CPI. (Sec. 5.50.622). Applicants are also authorized to propose certain restraints upon discriminatory rate practices in relation to Basic Service. (Sec. 5.50.624). The Ordinance does not prohibit Applicants from proposing rate guarantees on Tiers of entertainment services higher than Basic Service, and some Applicants have done so. An authority to regulate rates in connection with non-entertainment services which a Franchisee has been delegated a vested right to provide, is also reserved. (Secs. 5.50.504, 5.50.508). With the foregoing exceptions, however, the Ordinance generally abdicates rate control as a regulatory measure. A.B. 3685 is not a threat as to rate increases over which the Ordinance does not deny discretionary action to the Franchisee.

Therefore, if the Certificate of Acceptance is filed after December 31, 1982, the Franchisee would, within approximately five years, be entitled under A.B. 3685 to impose or increase rates in connection with the following types of services, regardless of the restraints of the Ordinance and any discretionary decisions by the Cable Television Commission in connection with the administration thereof:

- a. Basic Service rates could be increased at will by the Franchisee, regardless of whether or not the 50% CPI limitation had been proposed by the Franchisee;
- b. Any guarantees proposed by the Franchisee respecting Tiers of entertainment services above Basic Service, or entertainment services associated therewith, could be ignored, and increases could be made by the Franchisee at will:
- c. The Franchisee would be entitled to ignore any proposal which it has made concerning free or discounted receipt by governmental, educational or other agencies of services on the Subscriber or Institutional Networks, and would be entitled to impose or increase such charges at will;
- d. Any proposal by a Franchisee to permit governmental, educational or other agency utilization of interactive services on the Subscriber or Institutional Networks, such as data transmission, teleconferencing, etc., without charge or at reduced rates, could be ignored, and the Franchisee would be empowered to impose or increase such charges at will;
- e. Quotes in the Franchisee's application respecting such non-entertainment services as burglar alarms, and any

rate regulations by the Commission respecting the offering of non-entertainment services; could be ignored, and rates and charges increased at will.

Franchise Issuance on or Before December 31, 1982.

If the Certificate Accepting the Franchise is filed on or before December 31, 1982, it is the opinion of the City Attorney and County Counsel that the controls set forth in the franchise contract governing rates and charges will not be preempted by State law.

Attached hereto is a schedule which graphically illustrates the differences between the four Applicants in relation to proposed commitment of Basic Service rates to the 50% CPI annual limits, and various rate guarantees proposed by certain Applicants. The chart depicts only guarantees which are made applicable to subscription rates for the various Tiers of entertainment services. Some of the quarantees are broader, applying to premium services, installation and hookup charges. etc. The chart has been prepared, not for the purpose of comprehensively comparing the Applicants in relation to these issues, but for the purpose of illustrating the differences between the four proposals based upon such considerations. If the Governing Bodies desire a comprehensive comparative analysis, such should be requested from CTIC. It should be noted that CTIC has discounted the importance of rate guarantees in relation to premium services on the basis of judicial authority to the effect that regulation of such rates is beyond the authority of local franchising agencies.

The enclosed memorandum to the Governing Bodies prepared for the Joint Sub-Committees' meeting on September 24, 1982, identifies the Staff recommended approach to negotiation of the franchise, and practical impediments to an award date which would precede January 1, 1983. To the extent that rate regulation before or after that date is viewed by an individual elected official to be significant as a selection factor, that official should form his or her own conclusions respecting the practical likelihood that award will occur in advance of January 1, 1983.

2. Bid Enhancement and Modification

The Request for Proposals provides that: "substantive amendments to proposals will not be considered except to acknowledge involuntary changes such as a change in ownership due to death." Corrections of inadvertent errors is permitted, and clarifying information and data may be required. Informalities, irregularities and technicalities may be waived. However, the "substantive amendment" prohibition clearly outlaws material changes in a proposal which could influence selection of the Franchisee. (RFP, pgs. 6, 12).

The Governing Bodies have already applied this principle by prohibiting the Applicants from modifying their proposals in response to the Analysis entitled "Statement of Requirements" issued by SMUD on June 3, 1982. By Resolution No. 82-692 adopted by the Board of Supervisors on July 6, 1982, Applicants were directed to file any proposals which they desired to make concerning SMUD's needs with the Treasurer-Tax Collector, who is charged with the responsibility of keeping the filings confidential until the date following tentative selection.

Staff feels constrained to interpret the "substantive amendment" prohibition strictly in order to achieve its underlying purpose of preserving a fair and objective competitive environment for selection of the Franchisee. The following discussion responds to the enhancement and modification issues which have been raised by the Applicants during the public hearings relating to tentative selection.

Introduction of Alpha Numeric Keyboard - Greater Sacramento Cable, Inc.

During its presentation, GSC offered or expressed an intention to introduce the Tocom 55 Converter, which would permit alpha numeric keyboard capability and the more sophisticated inter-active services which such a keyboard affords.

During the public hearings, the Governing Bodies have devoted significant time to explanations and improved understandings of the comparative differences between the Applications in relation to the sophistication, volume, scope and type of inter-active service capabilities which each proposed System offers.

The Franchise Documents will not prohibit the introduction of improvements to the System during the franchise term. Nor, however, will the Documents compel the introduction of improvements which are not identified in the Application. It can be assumed that any of the four Applicants, if selected, would voluntarily improve its System as technology permits, and to the extent it determines that it is in its economic interests to do so.

The "substantive amendment" prohibition requires that the Governing Bodies evaluate the inter-active capabilities of the System proposed by GSC solely on the basis of the equipment identified in its Application filed March 15, 1982. The prohibition also requires the Governing Bodies to exclude from consideration:

(i) the inter-active capacity of the System should the Tocom 55 be introduced; and (ii) any assumption of premise that if granted the franchise, GSC would introduce the Tocom 55.

Elimination of "Means" Requirement for Lifeline Service - Cablevision.

In its public hearing presentation, Cablevision indicated that, if awarded the franchise, it would eliminate the "means" requirement associated with its Lifeline Service. In a letter of clarification dated September 17, 1982 (copy attached) Cablevision explains that:

- a. After consultation with the Planning Council, Welfare Department and Educational Consortium, Cablevision will determine the eligibility requirement; and
- b. A person will be entitled to subscribe to the Lifeline service by signing a certification that: "For financial reasons, I prefer to subscribe to the Lifeline Service . . . at \$4.50/month rather than River City Basic Service at \$19.50/month".

Cablevision's determination to eliminate the "means" requirement is predicated upon a variety of factors. The factors include the fact that there has been public opposition to Lifeline rates or other services based upon "proof" of age, income or health, the fact that requiring such "proof" yields records which are confidential in nature with attendant potential liability for violation of privacy rights in the event of actual or negligent disclosure, and the fact that Cablevision expects, whether or not a "means" test is applied, that total subscriptions to the Lifeline Service will not exceed 3% to 4% of total subscriptions.

In its Application filed March 15, 1982, Cablevision proposed its \$4.50 Lifeline Tier as follows:

"Cablevision will offer to qualified low income residents of Sacramento a service of limited availability called Lifeline. The qualification standard will be developed in cooperation with the Community Services Planning Council, the County Welfare Department and the Educational Consortium . . " (Cablevision Application, PL-2a) (emphasis added)

It may readily be conceded that the establishment of a "means" test would involve the accumulation of data to which privacy rights

attach, that there could be financial liability for the inadvertent disclosure of confidential information, and that administration of the test could be costly and precipitate litigation. The same is generally true of the operation of a cable television system. The potential for accumulation and dissemination of fundamentally private detail concerning viewer habits and other personal information about subscribers has precipitated ordinance prohibitions upon disclosure with regulatory authority pertaining thereto reserved to the Cable Television Commission. (Secs. 5.50.538, 5.50.552). However, Cablevision has not cited, nor has Staff been able to find, any legal authority which would prohibit administration of a "means" test as a qualification for the Lifeline Service. The Ordinance expressly authorizes a Franchisee to grant preferential rates to the "economically disadvantaged". (Sec. 5.50.624-f).

In its July 19, 1982, Preliminary Report, CTIC commented upon the Lifeline Service by stating: "This package would only be available to qualified low income residents. As it is not a universally available option, we have not considered it in our comparison with the other Applicants' packages." (P. VI-86).

It is the opinion of the City Attorney and County Counsel that the "substantive amendment" prohibition would preclude elimination by Cablevision of a "means" test for determining eligibility for subscription to the Lifeline Service. In particular, it is our view that should Cablevision be the tentative Selectee, the Resolution Offering the Franchise would, based upon consultations with Cablevision, the Planning Council, Welfare Department, and Consortium, be required to include both the income standard for determining eligibility for the service, a procedure for future adjustment thereof, and affirmative requirement that Cablevision enforce the limitation in accordance with the terms thereof. The foregoing would constitute the only practical method of giving meaning and effect to the abovequoted language in Cablevision's Application.

It is further our opinion that the RFP denies to Cablevision the authority to now assert that it is vested with final power to determine the definition of the standard by which eligibility is to be determined, and to offer the Lifeline Service to those who simply certify the request therefor "for financial reasons". Administration of subscription by any means short of application of a precise qualification standard would potentially convert the Tier to universal applicability in direct contravention of the express terms of the Application, and in a manner arguably inconsistent with Cablevisions's assertion that the \$19.50 River City Basic Service Tier is the mainstream universal offering of the proposal.

Because we conclude that Cablevision is prohibited by the "substantive amendment" prohibition from eliminating the "means"

test, it is not necessary to determine whether the Lifeline Service Tier could survive without that test.

Comunicom Delivery Delay - Cablevision.

The Comunicom proposed to be provided by Cablevision in connection with its \$19.50 River City Basic Service has not yet been produced for mass utilization. Significant concern and debate have centered upon the question of whether the instrument will be available in time for Cablevision to comply with the construction schedule prescribed by Section 5.50.410, should Cablevision receive the franchise award. The Comunicom is an important feature of the Cablevision proposal, and its advanced technological features, universal availability, and predicted utilization have been extolled by Cablevision as critically important aspects of its Application in the competition for selection.

Cablevision asserts that the Comunicom will be available for utilization within the time required for the construction schedule to be satisfied. Although it is not clear to Staff exactly what Cablevision's current position is should the Comunicom be unavailable, during the hearings by CTIC in June, 1982, Cablevision proposed that should delivery be delayed the \$19.50 River City Basic Service Tier be converted to an \$8.00 Tier pending availability. Warner-Amex has asserted that this suggested solution to delayed delivery would constitute prohibited bid enhancement. We disagree.

Cablevision was obviously well aware of both the construction schedule prescribed by the Ordinance, the remedies for breach of that schedule imposed by the Ordinance, and whatever uncertainties might delay delivery of the Comunicom, at the time its Application incorporating the Comunicom was filed on March 15, 1982. Notwithstanding any potential delivery delays, Cablevision submitted an unqualified proposal as respects availability of the Comunicom in relation to the construction schedule. The Ordinance does not specifically deal with the question of whether delayed delivery of materials or supplies constitutes an excuse for failing to comply with the construction schedule. (Secs. 5.50.434, 5.50.436). However, where as in this instance, a bidder is fully aware of the uncertainties which may influence availability of a product which the bidder proposes, but nevertheless proposes the product without qualifying the proposal in any manner, delayed availabiltiy should not be an excuse for failing to comply with the construction schedule. This should be especially true in a situation, such as the instant one, where the equipment proposed is a critically important element of the only universal Tier of service proposed.

Therefore, Staff recommends that the delayed delivery issue be resolved, should Cablevision be awarded the franchise, by incorporating into the Resolution Offering the Franchise that delayed availability of the Comunicom will not constitute an excuse for failing to comply with the construction schedule. Should such a provision be inserted, Cablevision would be in breach of the Franchise Documents should there be delayed delivery. Liquidated damages in the amount of \$1,000 per day and shortening of the franchise term would be among the remedies prescribed by the Ordinance for the breach. (Secs. 5.50.804, 5.50.806). In addition, Staff concludes that it would also be appropriate to incorporate into the Resolution an additional remedy for such a breach which would include reduction of the cost of the River City Basic Service Tier pending availability of the Comunicom. Such would be a logical measure designed to protect consumers from overpayment for a promised, but undelivered, service.

Should the foregoing method of resolving the availability contingency be adopted, the City Attorney and County Counsel conclude that offering of the \$8.00 Tier on a temporary basis pending delivery of the Comunicom would not constitute a prohibited "substantive amendment".

Basic Service - Multiple Tier Applicability - United-Tribune Cable.

It has recently been learned that United-Tribune contends that all three of its proposed Tiers of Service are included in Basic Service. United-Tribune has proposed three Tiers of entertainment services: Tier I at \$1.50 per month; Tier II at \$5.95 per month; and Tier III at \$9.95 per month. If United-Tribune is correct in this assertion, the rates for all three Tiers, by virtue of its proposal electing rate regulation of Basic Service, would be required to remain in effect until completion of the System, and would thereafter be subject to annual increase in an amount not exceeding 50% of the CPI. (Ordinance, Secs. 5.50.618 - 5.50.622).

Under Section 5.50.012-a of the Ordinance, Basic Service may consist of more than one Tier "if proposed in the application . . . and prescribed by the Resolution Offering the Franchise." Therefore, the question is whether the application submitted by United-Tribune identifies Basic Service as applicable to Tier I, only, Tiers I and II only, or Tiers I, II and III.

In the opinion of the City Attorney and County Counsel United-Tribune's Application makes Basic Service applicable only to Tier I. In response to the RFP request to describe Basic Service and rates and charges related thereto, United-Tribune included a reference only to page 2a of 2. That page shows rates and charges for Tier I, and is entitled Basic Service. Rates and charges for Tiers II and III are identified on pages 2b of 2 and 2c of 2, and neither of these pages is entitled "Basic Service".

Therefore, we conclude that United-Tribune's election to restrict the rates which it would charge for Basic Service, applies only to Tier I, and not to Tiers II or III. Accordingly, under its Application and the Ordinance, United-Tribune would be entitled to raise the rates which it charges for Tier II and III services at will. In our view, a contrary interpretation would constitute a prohibited "substantive amendment" of the application.

Service to Galt - Warner-Amex.

The Application by Warner-Amex provides for a System design and capacity which is different in Galt from that proposed within the Imposed Service Area. Service levels would be lower and rates would be higher in Galt than within the Imposed Service Area.

During its presentation at the public hearing, Warner-Amex stated that it had formulated its proposal based upon the discerned desires of the elected officials, and, at the request of the Governing Bodies, would be willing to provide the same System within Galt as would be constructed in the Imposed Service Area, and the same services and rates.

The Ordinance specifically authorizes, but does not require, the types of distinctions which Warner-Amex has made in its Application respecting the service of Galt. (Secs. 5.50.300, 5.50.402, 5.50.404, 5.50.624-a).

It is the opinion of the City Attorney and County Counsel that the Governing Bodies are not vested with discretion to either request, order or authorize Warner-Amex to install a System for Galt or provide services in or establish rates for Galt different from those prescribed by the Application. For reasons discussed above, it is our view that a contrary interpretation would constitute a prohibited "substantive amendment" of the Application.

3. Guarantee of Financial Commitments

Upon the recommendations of Staff, each Applicant has been asked whether the parent company would contractually obligate itself to guarantee the financial commitments contained in the proposal. Three of the Applicants have responded affirmatively. Because of the unusual nature of the organizational arrangements

respecting the Cablevision proposal, Cablevision's response was more limited.

The Staff concern arose, in part, out of concern expressed in CTIC's Final Report respecting the availability of construction financing for one of the proposed Systems. Each of the Applicants has, to a greater or lesser extent, extolled the virtues of its Application on the basis of the prestige, integrity, and resourcefulness of the national organization which backs the Application. Staff has concern, not only with respect to the availability of construction financing, but that the resources of the national organization stand behind all financial commitments contained in the Application, including those relating to community use and other public benefits. If those resources do not stand behind the proposal, the probability of fulfillment of the promises made will turn, in large part, upon the degree to which the System becomes a profitable enterprise. Though by no means all, many of the promises are unconditional and will require fulfillment regardless of System profitability.

Although all of the responses by the Applicants were generally affirmative -- some were more clear than others. In view of the evident willingness of the national organizations to make the commitments suggested, and in order to assure clarity and reduce misunderstanding, Staff recommends that each of the Applicants be required to respond in writing respecting this issue by 9:00 a.m., on Monday, September 27, 1982. Letters to each Applicant will be prepared for issuance by the Governing Bodies at the conclusion of the hearing on September 22, 1982.

L. B. ELAM County Counsel

cc: William Freeman, Assistant County Executive Mac Mailes, Assistant City Manager James Jackson, City Attorney Robert Smith, Commission Administrator Franchise Applicants

ENTERTAINMENT SERVICES RATE GUARANTEE AND REGULATION LIMITATIONS IF FRANCHISE ISSUED BY DECEMBER 31, 1982

		•				-
Applicant Service Tiers	Rates Proposed	Period Guaranteed From Acceptance of Franchise	Post-Guarantee Rates	Post-Guarantee Rate Increases	System Con- struction Period	Franchise Term .
Cablevision			•			
Life Line Tier	\$ 4.50 (low income only)	0 mos. (increased at will)	N/A	N/A	51 mos.	180 mos.
Tier I	. \$19.50	0 mos. (increased at will)	N/A	n/A	51 mos.	180 mos.
Greater Sac.		•	•			
Tier I	\$ 4.75	60 mos.	\$ 5.45	Annually at 50% of CPI	51 mos.	180 mos.
Tier II	\$ 8.50	60 mos.	\$ 9.90	At will	51 mos.	180 mos.
Tier III	\$ 995	60 mos.	\$12.95	At will	51 mos.	180 mos.
United-Trib.				•		
Tier I	\$ 1.50	51 mos.	Unknown	Annually at 50% of CPI	51 mos.	180 mos.
Tier II	\$ 5.95	0 mos. (increased at will)	N/A	N/A	51 mos.	180 mos.
Tier III	\$ 9.95	0 mos. (increased at will)	N/A	N/A	51 mos.	180 mos.
Warner						
Tier I	\$ 2.50 (\$ 1.50 for senior citizens)	51 mos.	Unknown	Annually at 50% of CPI	51 mos.	180 mos.
Tier II	\$ 4.95	35 mos.	Unknown	At will	51 mos.	180 mos.

DIEPENBROCK, WULFF, PLANT & HANNEGAN

LAW OFFICES

455 CAPITOL MALL

FORREST A PLANT
JOHN J HANNEGAN
ROBERT R WULFF
JOHN S GILMORE
PETER M DOYLE
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DENNIS R MURPHY
WILLIAM W SUMNER
GREGORY J MUGHES

BRIAN T REGAN

ROBERT L GALLAWAY

RAYMOND M CADEL

THOMAS G MOUZES

MICHELLE E BACH

EDMUND # BREHL

JOHN V DIEPENBROCK

R JAMES DIEPENBROCK

CYRUS A JOHNSON

THOMAS A CRAVEN

DAVID A RIEGELS

DENNIS M. CAMPOS

JACK V. LOVELL

JOHN E FISCHER

CHARITY KENYON

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OF COUNSEL

September 17, 1982

SUBJECT:

OUR FILE NO. 15773/3A

Mr. Lee Elam Sacramento County Counsel 700 H Street Sacramento, California 95814

Mr. James Jackson Sacramento City Attorney City Hall Sacramento, California 95814

Gentlemen:

This letter is written in response to the request that Cablevision/Sacramento submit to the County Counsel and City Attorney by Friday, September 17 at 5 p.m. its written analysis and legal authorities explaining:

- "A. Why it would violate California law or public policy for a California franchisee to offer a low rate tier of service to low income subscribers only; and
- B. Assuming the illegality of such an offering, why, under the Franchise Documents, the awarding authority would not be required to treat the low rate tier as a void component of the proposal rather than disregard the unlawful condition restricting subscription."

Mr. Lee Elam Mr. James Jackson

In the first place, there appears to have been some miscommunication on this subject. Cablevision does not believe that it would be a violation of existing California law or policy to provide Lifeline Service to disadvantaged subscribers. On the other hand, recent consideration of this subject has caused Cablevision to believe that it is inappropriate for a private entity to administer a "means test" to qualify prospective subscribers to receive a service of general availability. Cablevision's opinion is based upon considerations of invasion of subscriber privacy and resultant loss of goodwill and potential litigation.

California law and public policy in this area is developing along the following lines:

1. Public opposition to Lifeline rates based on proof of age, income or health has been consistent and effective since the concept was considered by the California Public Utilities Commission in connection with Pacific Telephone's application for a general rate increase in the early 1970s. Upon discovering that large numbers of persons subscribed to Lifeline Service who did not come within the definition of low income persons, the Public Utilities Commission issued an order in its Decision No. 83162 (July 23, 1974) that Pacific Telephone require its applicants to certify that the combined annual gross income of all persons

living in the premises was less than \$7,500. A petition for rehearing was filed by a number of intervenors, including Consumers Lobby Against Monopoly, Mrs. Sylvia Siegel (now of TURN -- Toward Utility Rate Normalization), California Public Interest Law Center and the Cities of Los Angeles, San Diego, and San Francisco. On October 1, 1974, the Public Utilities Commission reversed its order in Decision No. 83540 and deleted the income limitation pending presentation of a further study by Pacific Telephone of the factors for or against such a limit. The limitation was never reinstated. Similarly, in Decision No. 86087 (October 7, 1975) the Public Utilities Commission in implementing the Miller Warren Lifeline Energy Act of 1975, rejected outright any Lifeline rate structure which would require proof of age, family status, financial condition, or income.

2. The potential of government and business to collect and disseminate information which gives "a cradleto-grave profile on every Californian" and the encroachment on privacy which occurs through nonauthorized sharing of such information have been identified by the courts, the legislature, and the public generally as a supreme threat to personal freedoms. In 1972, Californians adopted by popular vote a constitutional amendment protecting the right of privacy as an "inalienable right." The California Supreme

Court perceived "the moving force behind the new constitutional provision was a more focused privacy concern, relating to the accelerating encroachment on personal freedom and security caused by increased surveillance and data collection activity in contemporary society" by government and business.

People v. Privetera, 23 Cal. 3d 697, 709; Porten v. University of San Francisco. 64 C.A. 3d 825, 828-29. It has been recognized that the constitutional amendment protects, among other things, the confidentiality of bank records and personal financial affairs. See Valley Bank of Nevada v. Superior Court, 15 Cal. 3d 652, 656-57.

3. Further, the concept of tortious invasion of privacy is a rapidly developing area of the law exposing persons who are repositories of confidential information to substantial risks of litigation concerning its use or alleged misuse. See e.g., Porten v. University of San Francisco, supra. Legislative activity in the privacy area has also been significant. In 1977 the legislature enacted civil remedies to protect against bookkeeping services from disclosing in whole or in part the contents of any financial records without the express consent of the owner. (Civil Code § 1799 et seq.) Debt collection agencies are also strictly regulated as to disclosures (see e.g. Civil Code § 1788.12) and as to the qualifications of employees who

Mr. Lee Elam

have access to confidential financial information.

In short, the public, the legislature and the courts have expressed a strong public policy against the unnecessary collection of personal financial data and a judgment that the risks from disclosure, whether intended or unintended, will often outweigh the interest of a governmental entity or a business in collecting the data. This history of privacy rights activism in California indicates that Cablevision would face substantial public opposition to a "means test" for its lifeline service. The potential for litigation based on alleged invasion of privacy or to eliminate the means test as against public policy is significant.

Accordingly, given the fact that this Lifeline

Service is not expected to exceed 3% to 4% of total subscriptions, with or without a means test (a projection

validated by CTIC), Cablevision believes it would be wise
to forego a means test or the other formal "qualification

standards" which were envisioned in its proposal (page L2A);
and to:

- (1) Continue to offer Lifeline Service.
- (2) Make Lifeline Service available to anyone willing to sign a statement along the following lines (or such alternate lines as may be developed in connection with

Mr. Lee Elam Mr. James Jackson

the final Franchise Documents if Cablevision is awarded the franchise):

"For financial reasons, I prefer to subscribe to the Lifeline Service offered by Cablevision/Sacramento at \$4.50/month rather than River City Basic Service at \$19.50/month."

(3) Avoid any interrogation or investigation of the motivation or financial circumstances of any subscriber to Lifeline Service and avoid becoming a repository of such sensitive, confidential information.

Cablevision's desire to eliminate any means test arises from a good faith effort to be consistent with our perception of applicable public policy and wise consumer relations rather than as any kind of bid enhancement. Our thinking along these lines was first disclosed at the CTIC Information Hearing held in Sacramento on June 8, 1982, at which Cablevision's representative, Baxter Culver, testified as follows in response to CTIC question No. 18:

"MS. MAHONY: Baxter Culver will answer eighteen.

MR. CULVER: The lifeline service that we have proposed is found in Form L, page 2 of two, actually found on L-IIA of our proposal.

"When we constructed the concept and adopted the concept of River City Basic, it became very quickly apparent that there were some people in this community for whom a

Mr. Lee Elam Mr. James Jackson

\$19.50 fee would probably mean no access to cable television. Therefore, no access to community programming in particular. Therefore, we came up with what we call a lifeline service for those who are qualified, essentially low income residents, to apply for and receive that limited service.

"We spent some time discussing how you determine who was a qualified low income resident. After consultation with a number of proposed shareholders in Sacramento who work on a daily basis in a variety of public and private nonprofit agencies delivering some services, we determined that probably the three best agencies in Sacramento who have the most experience were the Community Services Planning Council, the County Welfare Department, and Educational Consortium. We felt we could ask their advice on how to determine what the lifeline eligibility standards should be.

"Those discussions, while they are not yet taking place, are where we're going to determine that eligibility. Cablevision will make the determination, but with consultation with those agencies.

"Let me say that our intent going in is to make an eligibility test, if you will, to be really a matter of simple affirmative kind of written statement. We're not going to be going around checking people's incomes, tax returns, or asking for a long questionnaire from any person. We want this to be nonoffensive and as simple and easy as possible for all concerned." (Hearing Transcript pages 341-342)

Mr. Culver's testimony demonstrates that Cablevision proposes neither to withdraw nor to alter substantively
its offer of Lifeline Service. It seeks only to eliminate
qualification proceedings and data collection which some
might consider to be demeaning and personally offensive.
Accordingly, we see no basis for the awarding authority "to
treat the low rate tier as a void component of the proposal"

and we submit that this would only operate to the detriment of those persons who for economic reasons wish to obtain the \$4.50 Lifeline Service proposed by Cablevision.

If, however, the awarding authority believes to the contrary, then Cablevision is prepared to impose such income test or other qualification on the Lifeline Service as the awarding authority or the Cable Commission may deem appropriate.

If further information is needed, please let us know.

Very truly yours,

JOHN V. DIEPENBROCK

Members of the Board of Supervisors cc: Members of the City Council



SACRAMENTO COUNTY



FIRE CHIEFS ASSOCIATION

September 20, 1982

Sacramento City Council City Hall 915 I Street Sacramento, CA 95814

Dear Council Members:

On the 27th of this month you will be making a decision which will dramatically affect most of the residents in our County when a tentative award for a cable television franchise is announced. Because of a lack of understanding toward its true potential, the cable television system is basically viewed by the general populous as merely an expansion of our present commercial airway entertainment system.

We in the Public Safety sector of our County must look at the proposed systems in a different light, that being a better means of providing emergency services through enhanced communications to our citizens. It is essential that we, the County as a whole, attempt to obtain the most sophisticated system possible in our selection which will allow us to provide the maximum utilization of this access network, especially in these times of budget restrictions imposed by tax limitations. We are therefore, requesting your consideration for some requirements we feel are necessary to insure the maximum utilization of a cable television system not only for entertainment, but also for emergency services operations.

First, we feel it is essential our County select a system which can provide us as a County with the largest number of channels and frequencies on both the subscriber and institutional networks. In this vein, we feel consideration should be given to those companies who propose at least four cables in their network. We also feel because of our recent growth rate and the potential need to relocate our resources due to changes in residential density or hazard areas, it would further be required

-1 -4 -**:** ___ . ..

. . .

Room 1450 County Administration Building 700 H Street Sacramento, CA 95814

City Council of Sacramento Board of Supervisors, County of Sacramento:

SUBJECT: CABLE TELEVISION AWARD

As a represnetative of the Sacramento Council PTA, I have attended many sessions on the drafting of the ordinances for Cable TV, listened through many hours of hearings by the Cable operators as well as your consultant.

Since the PTA has a policy of not endorsing any commercial organization, I am writing this letter as an individual and my views are my own.

In evaluating a complex project such as Cable TV, the consultant suggest you based your decision on what you consider important.

My opinion is that your decision should be based on what is good for the users of Cable TV, what is good for the community, are the promises of the operators going to be kept, what are their track records in other communities. In addition, there is the "silent" issue of pornography that may divide the community.

I used the example of utilizing Tier 2 with an option of subcribing to HBO, Showtime, and utilizing interactive services with FM radio included.

	Greater Sacramento	United Tribune	Warner Amex	Cablevision
Tier 2 HBO Showtime Interactive FM	\$7.50 6.95 6.95 6.65 2.50 \$30.55	\$5.95 8.95 8.95 4.95 2.50 \$31.30	\$4.95 8.95 8.95 5.95 2.50 \$31.30	\$19.50 8.00 2.50 \$30.00

From the consumer's point of view, the above example indicates the cost are very similar except for those users who does not prefer a high monthly minimum charge may not subscribe because of the high minimum cost of Cablevision.

From the community point of view, the money offered for construction of local origination and public access facilities are most favorable in the United Tribune Cable and Greater Sacramento proposals.

From the stand point of having local investors who are concerned with the Sacramento community, I have known educational leaders such as Bill Halderman, Judy Kerri, Eva Garcia who have the concern of the community.

The pornography issue will create problems between the rights of viewers who want to watch pornography versus those that feel it has no place in the community.

My opinion is that if you favor Greater Sacramento with responsible local investors, you will not be too far wrong in your decicion.

Sincerely,

Edwong/kw Ed Wong

2795 Muir Way

Sacramento, CA 95818

esw:rsw

September 8, 1982

Members of the City Council Mr. Mac Mailes 915 I Street Sacramento, CA 95814

Dear Members of the City Council and Mr. Mac Mailes

I live in your district and I want to take this opportunity to let you know my preference for the cable franchise. After considering the information presented on the various applicants, I can only conclude that Greater Sacramento Cable Co. affers the best proposal. The local investors have devoted their own personal time to ascertain the needs of the community and their porposal reflects the best use program dollars for the community groups in Sacramento. Their basic service fee is affordable. And Maclean Hunter, Greater Sacramento's partner, can provide a system that Sacramento can be proud of.

I think we should have one of the best systems in the country. Please vote for Greater Sacramento Cable Co.

Sincerely,

Bob E. Hopkins 716 Church St.

Galt, CA 95632

cc: Bd. of Supervisors and Mr. Bill Freeman



To: Ted Sheedy

Supervisor, District #1

As a resident of Sacramento for over 20 years and a prospective subscriber of Cable TV, I am writing this letter to advise you of my endorsement of Greater Sacramento County Cable Inc.

Greater Sacramento County Cable Company's proposal, in my opinion, is unsurpassed by the other Companies bidding for the opportunity of servicing Sacramento for the following reasons:

- 1. G.S.C.C.'s dollar commitment for Sacramento County in the areas of Education, Public Television, Public Radio, Health Organizations, Religious Organizations, Art Organizations, Public Access and Women's Communication Corporation totals \$45,898,884.00. This amount is considerably more than others have committed and represents an impressive financial stability.
- 2. G.S.C.C.'s local investors have the interests of the Sacramento area at the top of their list of priorities. They consist of an excellent cross section of individuals from all walks of life, all income groups, races and nationalities. To me, this is a decided plus in getting the best for Sacramento.
- 3. G.S.C.C.'s shareholders have successfully negotiated with Maclean Hunter to become its partner, thus providing a proven expertise in developing local programming and training of local citizens/groups to use public access channels for the betterment of the greater Sacramento community.
- 4. A comparison of fee costs also favors G.S.C.C. Flexibility of choise of services with rates to fit your wallet, coupled with no excessive installation costs will enable many more people to enjoy Cable TV.
- 5. If we are going to have quality Cable TV in Sacramento, and I am certain we are, then I am certain you will agree with me that the very best available to us is what we should settle for -- and nothing less.

In view of my above statements and opinions, I solicit your thorough review of the $\underline{\text{facts}}$ and let Sacramento benefit by having the very best.

, Sincerely,

W.L. Weske

V/P, Gen. Mgr.

bcc: Greater Sacramento Cable Co.

cc: City of Sacramento Chamber Members cc: County of Sac. Board of Supervisors

WLW/jo

WILLIAM BOOTH Founder

JARL WAHLSTRÖM

WILL PRATT Territorial Commander

BAY FORINSON Divisional Commander

Captain and Mrs. JOE R. HOOGSTAD Officers in Charge



SACRAMENTO CORPS AND COMMUNITY CENTER 2550 ALHAMBRA BOULEVARD • 916/452-2968 SACRAMENTO, CALIFORNIA 95817

ADMINISTRATIVE OFFICES 1200 NORTH B STREET . 916/444-8860 SACRAMENTO, CALIFORNIA 95814

FOUNDED 1865



September 17, 1982

Mr. Mac Mailes City Assistant for Community Development 915 I Street Sacramento, CA 95814

Dear Mr. Mailes,

As our city and county representatives, I know you want your vote to represent and benefit the entire community. As an individual involved in a non-profit organization devoted to assisting the handicapped, as well as the community at large, I feel that a company that addresses the needs of our community and is made up of members of our community is the type of company that should build Sacramento's cable franchise. Greater Sacramento County Cable Co. is just such a company.

I believe that the local citizens involved in GSC are a solid, responsible group concerned about the welfare of Sacramento. Local control and local ownership are a definite asset.

GSC also offers a basic tier rate that is within economic reach of our citizens. We cannot bar cable access to a large group of our community by pricing them out of the market.

I am impressed with the overall programming dollars devoted to community group use. I am also impressed with Maclean Hunter. They have a superior reputation and are in a position to concentrate their attention and resources on the Sacramento system.

Please cast your vote for Greater Sacramento County Cable Co.

Sincerely.

Theor Worth Trevor Worthington

COMMUNITY RELATIONS DIRECTOR



Illa Collin Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Dear Illa:

I have followed the race for the Cable TV franchise with keen interest since it is an issue which is vital to our community with long range implications.

As the result of much careful and detailed study, I find that Greater Sacramento County Cable Co. seems to offer the most to our community.

Their investors are a good cross-section of this community coming from all walks of life, socio-economic groups, races and nationalities. Their proposal also provides for women's groups and minorities as well as senior citizens. As local investors, they have the interest of the Sacramento area at heart. They have devoted a large amount of capital and over two years of effort and concern to produce the best proposal possible to meet the community's concerns and needs. They will continue to live here and make Cable TV work for the good of our community.

As my representative, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise. I'm certain you'll agree with me that Sacramentans know what is best for Sacramentans.

Sincerely,

Barbara Alvarado 44 Sunlit Circle

Sacramento, California 95831

mar allowado

cc: Board of Supervisors

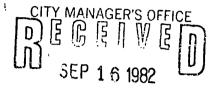
City Council

Mr. William Freeman

Mr. Mac Mailes

Board of Supervisors

— City Council members



Hon. Douglas N. Pope City of Sacramento 915 I Street - Council Chambers Sacramento, CA 95814

Dear Doug:

Following our recent chat about the sad state of science education and the current efforts of the Science Center and Jr. Museum* to fill the gap, I looked into cable TV. Of the four applicants for the Sacramento franchise, I asked, which promises to best serve the educational needs of the community, particularly through the Science Center's program.

I picked Greater Sacramento Cable because it is headed by some fine educators who make a large and definite commitment to education. Certainly none of the applicants can be expected to do any more than they are committed to, but can be morally held to what they have promised. This is enough for me. I urge you to vote likewise.

Granted, there are other considerations in making such a monumental decision. But in the final analysis, the kids should come first. I view this decision as a vote for the kids.

Best regards,

Willand

*Why my concern for the Science Center and Jr. Museum? I am past president and long-time board member.

cc: William K. Haldeman, GSC

Thompson, free-lance writer 5350 1058-40th Street, Sacramento, California 95819



4255 71st Street Sacramento, CA 95820 September 15, 1982

Mr. Tobias Johnson, Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Mr. Johnson:

Greater Sacramento County Cable earns your approval because its partner Maclean Hunter has a record of proven performance throughout North America over a period of 25 years.

GSC has my support because it does not now plan or later intend to include pornographic programming in its scheduling. As a resident of Sacramento county, I am promised by GSC consideration of my opinion because GSC's local programming will remain in local hands for the life of the franchise, insuring a continuing responsiveness to local preferences. GSC's partner, Maclean Hunter, has proven its policy of not offering X-rated programming by the fact that it has never included this to any of its users in the U.S. and Canada.

As a teacher of children in this community, I am deeply concerned about the moral environment available to our society. A policy of NO pornography must be encouraged and advanced whenever and wherever possible.

I feel GSC will protect and benefit that for which I have dedicated my life--a healthy, safe, and moral environment for all members of society.

Thank you for considering my earnest appeal.

Sincerely, Bertha Culton

Bertha Culton, Citizen

cc: Mr. William Freeman County Supervisors



100 Starlit Circle Sacramento, CA 95831 September 14, 1982

Mrs. Illa Collin, Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Mrs. Collin:

I am taking the time to write and urge you to award the cable franchise to Greater Sacramento County Cable. Television has such a great influence on all of us that it is imperative that you choose wisely.

GSC has local ownership with knowledge of OUR community needs. More of its monies are committed to community services. As a teacher, I feel the larger number of education channels is extremely important, not to mention the largest operating budget for these channels.

These are just a few reasons why I believe GSC should receive the franchise.

Sincerely,

Pat Holzknecht

cc: Supervisors

Mr. William Freeman

The Principle of Flexibility

An important principle of communications theory and practical application is to make a channel (airway, cable, or wire) compatible with the transmission of a variety of information or data. The information or data may be intended for intertainment, communications, monitoring or other intended A channel which is "two-way" as opposed to "one-way" promotes "inter-action" between sender and receiver. Thus, a "two-way" channel of communications capable of transmitting a variety of data for different purposes provides the greatest benifits for the greatest number of senders and receivers. A communications channel with features described above may be characterized as "flexible."

A "flexible" communications channel is similar to a well designed highway which is capable of serving all vehicles. Thus, well designed communications systems, as well designed transportation systems or highways, serve the community best by serving best the individual needs of the greatest number of potential senders and receivers. We may well imagine the limitations imposed upon our community and society if we had built only bicycle paths instead of paved streets, roads, and highways.

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Gustelli Luchard 21Sypt82

2044 Benita Drive

Suite Number Three

Rancho Cordova, CA 95670

DEFINING A CABLE COMMUNICATIONS SYSTEM

What is a cable communications system? To answer the question, we may say a cable communications systems is anything we define it to be or desire it to be. If we define it to provide entertainment only and build it accordingly then the service it will provide is entertainment only. If we want it to do other things we expand our definitions and build accordingly, then the service it will provide is more than entertainment.

If we desire, we may define a cable communications systems taking into account a wide parameter of factors considering the needs of the greatest number of potential users and also considering the greatest potential good for those users (private or otherwise) and the greatest good of the community in general.

On a more pratical plane, one of the single most common needs and functions between members of a society is the communication of information in space and time. Overcoming the barriers of space and time is the single most important function of the communcations process. Many of us know the frustrations of delivering information in person, by mail, on the phone, or by other means. The delivering process can be expensive and costly in terms of vital resources (gas, oil, paper, money, time etc.) and in some cases dangerous and accident prone and in other cases impractical because of time and season.

As we grow as a society with complex needs we need more and more information.

And, we need to deliver or communicate information more frequently through
the same common barriers of space and time.

A cable communications system as described by CableVision, provides a good start towards solving the communications problems of the individuals in our society. These individuals maybe deaf, or otherwise handicapped, or house-bound, or unable to have normal access to information or business because of work schedules or professional duties. Protection of property and life is another

area which may benifit from the rapid communication of information.

In general, a communication system serving the greatest number of individuals in the society must consider the good of all, both indivdually and collectively. It should therefore be defined as helping the society tend its needs and conserve resources and provide public and private services which can be individually defined and redefined in a flexible manner. Surely no one knows what the best cable communications systems should be or how it is to function or be contructed, but in my opinion CableVisions definition of that system has greater potential for the common good, all, rich or poor, able or handicapped than other systems competing for our attention.

GERALD D. BURCHARD

2044 Benita Dr

Suite Number Three

Rancho Cordova, CA 95670

Sept. 14, 1982

County Supervisors
700 H STREET, # 2450
Sacramento, CA. 95814

Dear Supervisors:

I felt it Important that you know my feelings regarding the new cable franchise that is to be awarded soon. As I see it you have only one choice, the Greater Sacramento Cable Company.

I have formulated this opinion based on two factors.

Number one is Local control of programing and the Second factor is the amount of money Committed to the Community programing. Now if you Combine this with Local Minority Ownership along with general ownership (local Shareholders) you have a great Situation.

It is my hope that you will Also see it this way and award the Franchise to Greater Sacramento Cable Co. Based on these facts.

70m Janchez 2037 Ernest Way, Sacra, CA. 95825 PEDIATRICIANS OF SACRAMENTO A MEDICAL GROUP, INC. JACKIE AGEE, M. D. PEDIATRICS CATHERINE MCNINCH, M. D. PEDIATRICS IAN KIRSON, M. D. PEDIATRICS/PEDIATRIC NEPHROLOGY 4101 J STREET, SUITE 5 SACRAMENTO, CALIFORNIA 95819

TELEPHONE (916) 451-6501

eptember 1,1982

Toby Johnson Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Supervisor Johnson:

I have been reading a good deal about the four competitors for the Cable TV franchise in this area. Lately, it has also been a subject of conversation at my work as well as in several social occasions. Without exception, the people involved in such discussions preferred that the contract be awarded to the local investor group, Greater Sacramento County Cable Co.

Because of this I urge that you as my representative to the County Supervisors vote for Greater Sacramento County Cable Co. The local investors have been very involved in finding out the needs of the community, and their proposal responds to these needs more than those of Cablevision, Warner Amex or United-Chicago Tribune. I also like Greater Sacramento's partner, Maclean Hunter. It has a good record of service in its other communities. I think too that the basic tier charge should be low enough for nearly all people. Cablevision's is not.

All these reasons add up to the conclusion that Sacramento would be well served if you selected Greater Sacramento County Cable Co. Of the four applicants, GSC has the interests of the community most at heart.

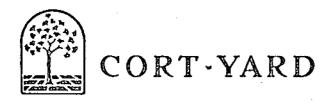
Please vote for this company, Supervisor Johnson.

Sincerely yours

Jackie Agee, M. D. 7401 West Parkway

Sacramento, CA 95823

All members of County Supervisors and Mr. William Freeman, Assistant County Executive City Council members and Mr. Mac Mailes, Assistant City Manager for Community Development



September 7, 1982

City Council Members 700 H St. Sacramento, CA 95814

Dear Members of the City Council:

I am a long-time resident and businessman in Sacramento. I know cable is coming to Sacramento and that it will affect all of us. So I am writing you to offer my views on the issue.

I am acquainted with the various contenders and I feel Greater Sacramento Cable Co. has the best proposal for Sacramento. GSC has assured us that their system will serve the needs of Sacramento by their contractural control of local programming for the life of the franchise. GSC is composed of community-minded citizens who have funded the entire application process with their own money. Further, GSC's partner, Maclean Hunter, has an unparalleled reputation and an excellent local programming track record. Their interactive services are superior.

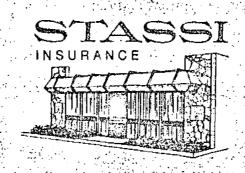
For the above reasons, especially because of the local control, I urge you to vote for Greater Sacramento Cable Co.

Sincerely,

Frank Corti

cc: Mr. Mac Mailes

Dunk Corte



September 1, 1982

Councilwoman Ann Rudin Sacramento City Hall 915 I Street Sacramento, California 95814

Dear Councilwoman Rudin:

As a native of the Sacramento area, and being an active participant in Community affairs for the past quarter century, I feel it inperative that I make my thoughts known to you on the issue of awarding the Sacramento Area Cable Contract. I have followed the development of this issue for the past several months and feel that the Greater Sacramento County Cable Company has the most solid proposal. Their rates are reasonable but the main point I wish to stress is that they are using local investors which is a definite plus for our community. They would certainly be more responsive to the type of programming that is suitable to our community.

Thank you for your consideration in this matter.

John A. Stassi

Yours thulk





2 September 1982

Mr. William Freeman Assistant County Executive County of Sacramento 700 H Street Sacramento, CA 95814

Dear Mr. Freeman:

(916) 971-0707

The Foundation Health Plan was invited to participate in the Health Consortium developed by the Greater Sacramento County Cable Company. In the course of our participation, we have had the opportunity to review the highlights of the various proposals by cable companies. As a part of our analysis, we were sincerely pleased to see monies set aside for education, religion, health, and related areas for community service. The availability of choice between entertainment, business, information, and other communication areas is most important to the residents of the Sacramento area.

Generally, there seems to be a sound commitment to the community on the part of the Greater Sacramento County Cable Company. It would be our thinking that local ownership and local control of programming would be beneficial to this area. From what we have seen about the Maclean Hunter organization, there seems to be a dedication to the Sacramento project, a sound experience in the cable market and a responsible, conservative approach to the needs and desires of the city, the county, and the community at large.

We hope to be a part of future programming as the cable system is developed. Our organization is devoted to the provision of quality health care and to such benefits as cost containment, utilization control, patient education, and preventative health. We do believe that these will be incorporated into the overall programming and the concept developed by the Greater Sacramento County Cable Company.

For these reasons, we support the proposal of the Greater Sacramento County Cable Company and look forward to participating in their programming. We urge you to consider the benefits of the GSCC proposal...

We urge you to consider the benefits of the GS	SCC proposal
 Sincerely,	
GEORGE DEUBEL, President	
-6D-ne	
P.O. Box 255700 Sacramento, California 95865-5700	P.O. Box O 555 West Banjamin Holt Driva
5030 El Camino Avanue	Stockton, California 95201 (209) 951 4560

HAROLD G. SCHLUTER, M.D.
ROBERT L. RANGE, M.D.
5120 JAY STREET
Suite "C"

SACRAMENTO, CALIFORNIA 95819
452-4326

September 2, 1982

Joseph 'Ted' Sheedy, Supervisor County of Sacramento First District 700 H Street - Suite 2450 Sacramento, CA 95815

COUNTY OF THE AMERICA BOAT

. 82 SEP -3 P2:30

Dear Supervisor Sheedy:

I have been very interested in following the progress of the cable franchise award in the Sacramento area, and my family and I urge you to consider strongly Greater Sacramento County Cable Co's proposal for the cable contract. Their proposal is solid, and the concept of local control of local programming is very appealing. The local investors who have invested their own money are a substantial cross-section of our community, people who are involved in its affairs and concerns. It would be in the best interests of Sacramento City and County to award Greater Sacramento the contract. As a resident of this community for many, many years, I feel that cable TV as constructed and operated by Greater Sacramento Cable would be the most responsive company.

I am asking you as my representative to vote for that company.

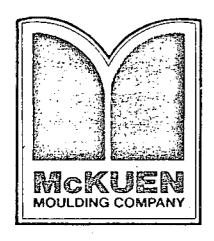
Sincerely,

Harold G. Schluter, M.D.

4315 A Street Sacramento, CA

cc: All members of Board of Supervisors and Mr. William Freeman, Assistant County Executive All members of City Council and Mr. Mac Mailes, Assistant City Manager for Community Development

ce/BS



September 10,1982

Douglas N. Pope City of Sacramento 915 I Street - Council Chambers Sacramento, Ca. 95814

Dear Honorable Councilman,

I would like to take this opportunity to submit this letter of endorsement in favor of the Greater Sacramento County Cable, Inc. (GSC) proposal. I am in favor for the following reasons.

First and most important is the local investment and involvment of Sacramento residents forming the (GSC). They have the interest of the community as a whole in mind and have contributed a great deal of effort and capital to accomplish this.

Also having total programing and management control by the (GSC) investors and not by outside sources as the other companies have proposed, who have no idea of the needs of our community, will only better their chance of quality service to Sacramento County.

Finally the (GSC) "Ace in the Hole" is the partnership with Maclean Hunter. Maclean Hunter's past performance in the Cable Industry speaks for itself. They have successfully designed other systems in other communities and have won numerous national awards.

I cannot think of a better team than Maclean Hunter and the Greater Sacramento County Cable to serve Sacramento's community, and can only urge you to vote in favor of (GSC).

Sincerely,

Mark Setzer

MS/sh

cc: County of sacramento Board of supervisors

cc: City of Sacramento Chamber Members bcc: Greater Sacramento County Cable, Inc.

5700 Classic Carmichael, CA 95608 September 13, 1982

Sandra R. Smoley, Supervisor Third District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Mrs. Smoley:

We are long-time residents of Sacramento and are employed as teachers in the local school districts. We are interested that the best quality of cable TV programming serving our family and schools should be available. We believe this will happen if Greater Sacramento Cable Company is awarded the franchise.

One of their major strengths is their great commitment to commumity services to all groups.

GSC has committed more dollars for educational resources than their competitors have. Not only are they guaranteeing more channels for education, but also the largest operating budget without which studios and channel usage would bring limited community benefits. Because local ownership is a key factor in GSC, we are confident programming will be responsive to community needs.

We urge you to award the cable franchise to Greater Sacramento County Cable.

Chery/C. Immording Ed LI BS 78.

Cheryl and Ciro Immordino NEW WEST OF A LINGS (Mr. and Mrs. Ciro Immordino)

cc: Mr. William Freeman
Board of Supervisor members



September 10,1982

Douglas N. Pope City of Sacramento 915 I Street - Council Chambers Sacramento, Ca. 95814

Dear Honorable Councilman,

As a citizen of Sacramento for over 30 years and a resident in your district, I am writing to express my support for Greater Sacramento County Cable, Inc. (GSC).

I believe (GSC) should recieve the cable franchise because both their business operations and their programing will best serve the people of this city. Contrary to the other competing companies, (GSC) will maintain local ownership and their monetary commitments will be generously proportioned to accommodate all major areas of community interest.

When it comes time to show your support, I urge you to carefully consider (GSC), and then cast your vote in their favor.

Sincerely,

Scott H. Setzer

SHS/sh

bcc: Greater Sacramento County Cable, Inc.

cc: County of Sacramento Board of Supervisor

cc: City of Sacramento Chamber Members

September 7, 1982

Supervisor Sandra Smoley Board of Supervisors 700 H Street Sacramento, CA 95814

Dear Supervisor Smoley

I feel that Greater Sacramento Cable Co. is the clear leader among the four applicants for the cable franchise in Sacramento.

I feel that the local citizens involved in GSC are responsible, active community leaders who are concerned about the welfare of Sacramento. I know that local control and local ownership makes a big difference. A recent example is the controversy over HBO.

GSC offers a rate schedule that is affordable to our citizens. If cable is priced out of the reach of the people of Sacramento, the system will never succeed.

GSC's partner, Maclean Hunter, is a fine company who can give Sacramento the attention and resources needed to fully deliver the system we require.

I ask you to award the franchise to a company we can count on today and tomorrow, Greater Sacramento Cable Co.

Sincerely, ...

Peter Michaels, M.D. 4206 Loazell Court

Sacramento, CA 95825

cc: Board of Supervisors, Mr. Bill Freeman Members of the City Council, Mr. Mac Mailes

Ven Mayor Seenberg. I would like to voul my concern for the aproming decision regarding which T.V. cable company well receive The documents area franchise. I believe that a locally owned Company would be more in touch with and more responsible to this areas resilents. Having researched the various applicants for the Sacramente franchise; I came to the Conclusion that Greater Sacrament County Celle, Inc. would be the best Chairs. For our Community. Manh you for letting me express Sincerely, Smild Fine Helen M. Rew 6415 Stanley line

SACRAMENTO EAR, NOSE AND THROAT SURGICAL AND MEDICAL GROUP, INC. HEAD AND NECK SURGERY

HOTERSON DE L'ANDERSON DE L'ANDRES DE L'ANTERNATION DE L'

3810 J Street Sacramento, CA 95816 916,736,3399

September 6, 1982

Sandra R. Smoley, Supervisor County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, California 95814

Dear Supervisor Smoley:

G. Obregon, M.D., F.A.C.S.

Gary L. Thomas, M.D., M.S., F.A.C.S.

Ernest E. Johnson, M.D., M.S., F.A.C.S.

Walter E. Arute, M.D., F.A.C.S.

F. L. Don McClurg, Jr., M.D.

Richard G. Areen, M.D.

Administrator

Arthur Johansen

Audiology

Sandra Kreeger, M.A.

David Sheaffer, B.A.

Speech Pathology

Linda Fawx, C.C.C. I am writing to you as a resident of Sacramento to let you know my views on the cable TV franchise you will be voting on in September. This is a crucial issue for Sacramento, and I want the best company to receive the award.

Greater Sacramento Cable Co. by far has the most to offer us. The basic service is affordable to Sacramentans. Local control will assure that we will receive the proposal promised. Local control also assures Sacramento of quality programming and community involvement. Allocations for community groups in the area of education, arts minorities and health are generous and impressive.

When you cast your ballot in September, please vote for Sacramento by voting for Greater Sacramento Cable Co.

Sincerely yours,

G. Obregon, M.D., F.A.C.S.

112 Tryon Court

Sacramento, California 95825

BILL FREEMAN

Mrs. Lyman Maass 19 Covered Bridge Rd. Carmichael, Ca. 95608

September 1, 1982

Mear Mr. Bryan. after careful study of the pros and come of various Companies planning cable television for Sucremento, husband, Ur. Lyman Maass, and I wish to express our approval of the Huater Sacramento County Cable, Inc. We feel this Company 5 Sincerely yours, Laye J. Marass

To: Treeman

JAMES BRAMHAM, M.D.

5525 CALEB AVENUE SACRAMENTO, CA 95819 (916) 456-9822

September 4, 1982

Ms. Sandy Smoley County Supervisor 700 H Street, Room 2450 Sacramento, California 95814

Dear Ms. Smoley:

I think that the recent public dissatisfaction about HBO and its successor underscores the need for strong consideration of maximum local imput and control in the forthcoming decision on the cable television franchise for the Sacramento area.

· I feel that the Greater Sacramento County Cable Company is clearly the leader among the four applicants in local ownership, control and ongoing imput in the many decisions to be made in implementing this franchise and providing computer terminals and keyboards as well as the many other possible services in the future.

The people involved are responsible local citizens with a proven record of interest and active participation in the general welfare of the people of the Sacramento area. These are people who can be contacted directly by area residents and not ones who try to slip by and hide, as we have recently seen done by officials of Movievision, as reported on local TV news.

The civic leaders involved in the Greater Sacramento County Cable Company have personally provided their own startup money and have the greatest incentive to develop the best local overall program for all area residents. The others have no such record.

Besides the maximum local imput and control, it is also important that their schedule of charges will make their services available to the maximum number of citizens, because more people will be able to afford their proposed program. Those who can afford computer terminals or other special additional services can pay for them without keeping others out of the basic cable program.

I have studied details of all the proposals. However, I have limited my emphasis to these two issues—maximum quality assurance and use by the public—because I feel they are of primary importance. Also when all the other issues, including public services, are included, I feel that they again have come out with a winning combination.

In this very important decision for our future I urge you to support and vote for Greater Sacramento Cable Company to have the franchise for our area.

Sincerely

James Bramham, M.D.

cc: Greater Sacramento County Cable Company

JB:rb

William Freeman Asst. County Exec. HOWARD K. LINDER, M.D. 5025 J STREET SACRAMENTO, CALIFORNIA 95819 452-6995

September 5, 1982

Supervisor Sandra Smoley Board of Supervisors 700 H St. Sacramento, Ca. 95814

Dear Supervisor Smoley:

I am a resident of your district and want you to know how I feel about the cable franchise decision that you will be making soon.

I know several shareholders of Greater Sacramento County Cable Co.' I trust them. I understand that they have invested over \$800,000 up to now to cover the franchising costs and that they have been very involved in the preparation of the proposal for over two years. I am impressed with Maclean Hunter, their partner. I also understand that Maclean Hunter has given them control over local programming.

I don't see how all this can be ignored. I think local shareholders will be responsive to what cable subscribers want. Their reputations are at stake. When local citizens get involved in something as important as cable TV, all other things being equal, you should give your vote to the local group.

Please cast your vote for Greater Sacramento County Cable Co.

Sincerely yours,

Howard K. Linder, M.D.

300 Hartnell Place Sacramento, Ca. 95825

Copies to members of Board of Supervisors; Mr. William Freeman, Assistant County Executive

CC. Bofs/Freman

Eva Atkins 327 40th St. Sacramento, Calif. 95819

To the Board of County Supervisors 700 H Street Room 2450 Sacramento, Calif. 95814

To the Board of County Supervisors:

Soon you will be voting for one of the four applicants for the Cable franchise. It is a very important vote for the future of the Sacramento area. I feel that as a member of this community, I should let you know how I feel.

I have compared the various proposals and I found the Greater Sacramento Cable group stands out above the rest. There are local investors who will be responsive to the cable subscribers; they will control local originating programming. More that any other group, Greater Sacramento Cable offers generous grants, operating funds and facilities.

Please cast your vote for the Grater Sacramento Cable Co.

Sincerely, f Eva atkins

Eva Atkins

c.Boff/ Freeman

To the Board of County Supervisors 700 H. Street Room 2450 Sacramento, Calif. 95814

Dear Sirs:

At the end of September, you will be voting for 1 of 4 cable groups in Sacramento. It is a very important decision. Your decision will effect my community.

I compared the various proposals offered by each cable. group. The Greater Sacramento County Cable Co. is the best decision. The group is sponsored be local investors. I believe these investors to be responsive to the needs of the Sacramento community. Greater Sacramento Country Cable Co. offers more in grants, operating funds and facilities than any of the other groups.

Please vote for Greater Sacramento County Cable Co.

Very truly yours,

Rodman Morgan McClellan Air Force Base

Sacramento, Calif. 95652

September 7, 1982

Sacramento County Board of Supervisors 700 H Street Sacramento CA 95814

Re; Greater Sacramento County Cable, Inc.

I've been reading of your search for the most desirable cable company for Sacramento. I'm impressed by the local representation and local input that is available with Greatur Sacramento County Cable Inc.

From the comparisons I've made, I do believe GSCC would be the proper choice

Lois Strong Travaillie

4962 I Parkway Secremento CA 95814

82 SFP -8 611

CCI BAS France

Donald Nichols 1417 Santa Ynez Way Sacramento, Calif. 95816

To the County Supervisors 700 H. Street Room 2450 Sacramento, Calif. 95814

To the County Supervisors:

At the end of September you will be voting for one of the four applicants for the cable television franchise. It is an extremely important decision, and I feel it should not be a political vote. It is important that the decision is made for the betterment of our community.

Recently, I compared the various proposals offered be each cable franchise. There is no question that the Greater Sacramento Cable franchise is the best choice. The local investors in Greater Sacramento Cable have done an excellent job of finding out what the community needs in cable programming. The other 3 groups are all outside investors.

Please vote for the Greater Sacramento Cable Co.

Sincerely yours,

Voods ruspeikee

cc: Boff/Freeman



2728 J STREET

Phone GI 3-5717

SACRAMENTO 16, CALIFORNIA

September 5, 1982

Illa Collin, Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Supervisor Collin:

You are the supervisor of my district of residence, and I would like to address the issue of the award of the cable TV franchise for the Sacramento area. This is a very important issue as telecommunications will affect our lives more and more within the next five years.

I have read the publicity surrounding the applications of Cablevision, Greater Sacramento County Cable Co., Warner-Amex, and United-Tribune. I have also talked to people who have pointed out to me the differences between all four proposals.

There is one thing that stands out in my mind--and that is that only one of the four has local investors who have put up their own money, over three-quarters of a million dollars, and have worked and planned to come up with the best proposal for everybody in the area. I know many of these investors and trust them. I am pleased that their basic tier fee does not eliminate the poor people. I think that their partner, Maclean Hunter, has a fine reputation and can also be trusted to give our area the highest priority and service.

Because of this, I would like you to vote for Greater Sacramento County Cable Co. It would show faith in our own people and in their responsiveness to the needs of our community. Thank you.

Sincerely yours,

Mr. Jerry Fletcher, Pharmacist

Gerome R. Iletalier

3641 College Avenue Sacramento, CA 95818

cc: Board of Supervisors

Mr. William Freeman, Assistant County Executive

City Council members

Mr. Mac Mailes, Assistant City Manager for Community Development

Bill Fragmon

DOUGLAS G. WILLIAMS, M.D., INC.

OBSTETRICS AND GYNECOLOGY 5301 F STREET, SUITE 212 SACRAMENTO, CALIFORNIA 95819

ANDREW M. HENDERSON, JR., M.D. DOUGLAS G. WILLIAMS, M.D.

September 3. 1982 \

Supervisor Sandra Smoley Board of Supervisors 700 H St. Sacramento, Ca. 95814

Dear Supervisor Smoleys

You will soon be making the decision about the cable franchise for the Sacramento area. This is an important one as it will affect everyone. I feel that as a citizen and as a cable TV user. I should let you know how I feel about this.

Please give serious consideration to Greater Sacramento County Cable Co. I understand that the investors are local and have put up over \$800,000 to date. They are a good representation of all income groups. professions, occupations, and nationalities. Because of this they should be responsive to people who live here. I know several of them and feel they can be trusted. I also understand that they will have control over local programming and that Maclean Hunter, their partner, has an excellent reputation in both the United States and Canada.

Because of these things, I hope you will vote for Greater Sacramento County Cable Co. It shows faith in our own citizens.

Yours Iraly.

Douglas C. Williams, M.D.

4050 Dunster Way

Sacramento, Ca. 95825

Copies to Members of Board of Supervisors

Copies to City Council Members

Copies to Mac Mailes and William Freeman

PEDIATRIC CARDIOLOGY ASSOCIATES

MEDICAL GROUP

5301 F Street, Suite 316 Sacramento, California 95819 (916) 452-5391

September 2, 1982

Sandra Smoley

Dear Ms. Smoley:

I am writing to you as my supervisor regarding the upcoming decision as to the appropriate company to receive the contract for cable television. I wish to express my support for the Greater Sacramento Cable Company. This is the only company which has applied for the contract which is locally owned and operated. I can think of no better way to insure sensitivity to the desires of Sacramento viewers than to keep control of the company here at home. The individuals involved with the Greater Sacramento Cable Company are well known to me. They are well experienced and extremely reliable. It is with great enthusiasm that I strongly urge you to vote for the Greater Sacramento Cable Company.

Sincerely,

ROBERT A. ACHTEL, M.D.

Achile

RAA: dm

cc: Members, Sacramento City Council

William Freeman, Assistant County Executive

PEDIATRICS

TELEPHONE: 452-8179

September 3, 1982

Sandra R. Smoley, Supervisor County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Supervisor Smoley:

I am writing to you because of my interest in the awarding of the cable TV franchise in the Sacramento Area.

The best interests of Sacramento City and County will be served if you will award the cable contract to the Greater Sacramento County Cable Co. It represents a group of concerned citizen leaders of our community who have invested a large amount of capital, time, and effort to give Sacramento the best cable system in the United States.

I understand that it will return a substantial amount of money to the community in actual cash and facilities; it will also have local control over local programming. Their partner, Maclean Hunter, is an excellent cable company that has a very good record throughout the U.S. and Canada. Its fee for basic service is fair and nearly everyone can afford it.

I urge you to vote for Greater Sacramento County Cable Co.

lery tru]y yours

Robert E. Farrell, M.D., INC.

1026 Chaucer Street Carmichael, CA

cc: All members of Board of Supervisors

and Mr. William Freeman, Assistant County Executive

All members of City Council

and Mr. Mac Mailes, Assistant City Manager

for Community Development



Sacramento County Board of Supervisors 700 H Street Sacramento CA 95814

Re: Greater Sacramento County Cable, Inc.

We know that you want your vote to represent the entire community. As a mother of five and a person involved in middle management of a private non-profit agency, # feel that the company made up of a broad sampling of this fine community and addressing itself to the needs of the Sacramento valley should be the one considered.

Therefore I am sure you will consider the Greater Sacramento County Cable Inc. as the proper choice. When they get their franchise, I shall finally, after a hiatus of 12 years, get a television set. Thank you.

> Milney Vicken Nancy Vickers 2740 Portola way

Sacramento CA 95818

a BAS/ Fren

JAMES D. COYLE, JR., M.D.
RICHARD R. COYLE, M.D.
A PROFESSIONAL CORPORATION
2731 K STREET
SACRAMENTO, CALIFORNIA 95816
(916) 441-3021

호 물음 September 1, 1982

SEP -2 PI2:

RECENTION OF THE PARTY OF THE P

Sandra R. Smoley, Supervisor County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Supervisor Smoley:

I know you are considering now the awarding of the cable TV contract to one of four competitors. I have been reading about the different proposals, and I am shocked to hear that one company is charging a flat rate of \$19.50 per month as its lowest charge. It would seem to me that this would shut out poor people that would like to participate in a cable system, perhaps the people who would most need some of the channels of public information and access and education. It would penalize the poor and the retired whose income levels could not meet the charge of \$19.50. As elected officials I think you must protect these groups from companies who in effect eliminate large rolls of people from their service.

Everything considered, I think that the proposal of the Greater Sacramento County Cable Co. is the best one. Its basic tier charge is fair; it has a base of local investors who will control local programming. They are a good cross-section of this community and are of good reputation. I feel I can trust them.

My family and I urge that you consider their proposal very seriously and make it your final and best choice.

Richard R. Coyle, M.D.

4930 Phelps Court

Carmichael, CA 95608

cc: All members of Board of Supervisors

and Mr. William Freeman, Assistant County Executive

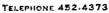
All members of City Council

and Mr. Mac Mailes, Assistant City Manager

for Community Development

CCIBOS BFreene

BRUCE BRANSON, M. D. PHYSICIAN AND SURGEON 3701 J STREET SACRAMENTO, CALIFORNIA 95816





Board of Supervisors 700 H Street - Suite 2450 Sacramento, California 95814

August 31, 1982

Dear Board of Supervisors:

I am writing in regard to your upcoming decision on cable television.

I feel it is important that people in the community have responsive cable company to serve them. Greater Sacramento Cable is owned by people in this community whom I know and respect. They have taken the community into consideration by providing low rates and extensive community programming.

As a resident of this community, I encourage you to vote for Greater Sacramento Cable. I'm convinced they will serve us better than any other applicants.

Sincerely yours,

Bruce Branson, M.D.

148 Ada Way

Sacramento, California 95819

-92 SEP -2 PIZ 2

CCIBES/B. Erceman

Mrs. Patrick Leonard 1108 - 43rd Street Sacramento, California 95819 September 2, 1982

Sandra Smoley 700 H Street Sacramento, Ca. 95814

Dear Sandy,

The next two or three weeks is a crucial time for cable television in Sacramento. We do hope that you are carefully studying the companies who are offering their services.

We are impressed from reading statistics and facts that Greater Sacramento County Cable most nearly represents what the people of Sacramento County want in Cable TV. We know many of the stockholders and members of the Board of Directors and know them to be responsible people who will do their best to make Cable TV a true asset to the Sacramento Community.

Please do not allow this decision to be made for any other reason than the responsible good of the Sacramento area.

Cordially,

Pat and Mary Claire Lennard

cc: William M. Bryan, Supervisor

CI Rexs/ Ecceman

Mrs. Patrick Leonard
1108 - 43rd Street
Sacramento, California 95819
September 2, 1982

Sandra Smoley 700 H Street Sacramento, Ca. 95814

Dear Sandy,

The next two or three weeks is a crucial time for cable television in Sacramento. We do hope that you are carefully studying the companies who are offering their services.

We are impressed from reading statistics and facts that Greater Sacramento County Cable most nearly represents what the people of Sacramento County want in Cable TV. We know many of the stockholders and members of the Board of Directors and know them to be responsible people who will do their best to make Cable TV a true asset to the Sacramento Community.

Please do not allow this decision to be made for any other reason than the responsible good of the Sacramento area.

Cordially,

Pat and Mary Claire Lennard

cc: Mr. William Freeman,

Assistant County Executive

PEDIATRICS

5301 F STREET * SUITE 305 SACRAMENTO, CALIFORNIA 95819 PHONE 457-5747

August 25, 1982

Sandra Smoley Supervisor County of Sacramento Third District 700 H Street Sacramento, CA 95814

Dear Supervisor Smoley:

I am a citizen of this community and am very interested in the awarding of the cable franchise in this area. Telecommunications will be changing the way we live and work in just a few years, and I feel that as a citizen of Sacramento that I should let my elected representatives know how I feel.

Greater Sacramento County Cable Co. is the only group of the four competitors which has local investors and retains local control of local programming. In addition to this, the local investors have a knowledgeable and proven partner in Maclean Hunter Ltd. It is my understanding that this company has performed well in various communities in both U.S. and Canada. I also like the basic tier charge; it is within the range of almost every income group and would not discriminate against the poor.

I would ask that you as my representative cast your ballot for Greater Sacramento County Cable Co.

Sincerely yours,

Bruce H. Marshall, M. D.

3911 Knollwood Court Sacramento, CA 95821

cc: All members of City Council and

Mr. Mac Mailes, Assistant City Manager

All members of Board of Supervisors and

Mr. William Freeman, Assistant County Executive 🗸

Illa Collin, Supervisor County of Sacramento 700 H Street, Suite 2450 Sacramento, CA 95814

Dear Illa:

I have recently investigated the various cable television systems. In so doing I have come to the conclusion that the Greater Sacramento Cable offers me the greatest benefits. I believe that this organization deserves to be awarded the franchise to build and operate a cable television system in the Greater Sacramento area for the following reasons:

- 1. The GSC has been responsive to the requests of the various community groups in the proposal.
- GSC is founded by long-term residents of the Sacramento area.
- 3. GSC's partner, Maclean Hunter, is not over-extended financially or organizationally and can, therefore, give full priority to building GSC's cable system.
- 4. Fourth and foremost, as an educator who is committed to the development of the total human being, I am especially impressed with GSC's commitment to education. The three additional channels on the subscriber network and the commitment of \$11 million in operating funds for the education consortium bodes well for the educationally-oriented viewing public. This operational support from GSC, not included in the other applicants' proposals, is critical to the success of the education consortium to allow financially beleaguered school districts to use the channels and studios provided by GSC or any other applicant.

Finally, I believe that a cable system founded by longtime residents whose commitment to education is evidenced by its willingness to provide additional operating budget dollars will also maintain good taste and integrity in its regular offerings, always mindful of the significant influence television enjoys.

Sincerely,

Frances lakai

Frances Sakai Vocational Specialist Hiram Johnson High School Sacramento, CA

Mr. William Freeman, cc: Assistant County Executive Board of Supervisor members

4641 Hillview Way Sacramento, CA 95822 September 11, 1982

Mrs. Illa Collin, Supervisor County of Sacramento 700 H Street -Suite 2450 Sacramento, Ca. 95814

Dear Illa,

For over two years I have been a share holder in Greater Sacramento County Cable. I am truly pleased that our seventy-plus local share holders represent so many ethnic, economic, and religious groups. I believe this has been a key factor in forming a proposal truly responsive to community needs.

I believe the over-all financial projections of GSC are conservative enough to be realized and yet so generous in terms of community services as to offer a truly outstanding franchise. I find our attention to the educational needs of the community to be superior to all our competitors' proposals.

I therefore respectfully urge you to award the franchise to Greater Sacramento County Cable.

Sincerely yours,

Anna M. Haldeman

Educator and Shareholder, GSC

Ama M. Haldeman

cc: Board of Supervisors
Mr. William Freeman

3340 Ben Lomond ,Sacramento, CA 95821 Sep. 12, 1982

Joseph "Ted" Sheedy, Supervisor County of Sacramento First District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Mr. Sheedy,

I am writing to express my support for Greater Sacramento County Cable.

I am an educator and find their company offers more opportunities for public education than their competition. There will be more channels on the subscriber network than the others offer.

GSC has been the most responsive to the requests of the various community groups. As an educator, I am pleased to see the broad ethnic representation.

GSC is composed of long-time Sacramento residents, and they know all the local education nedds.

GSC has a strong partner, Maclean Hunter, who has the capability and commitment to give Sacramento top priority in their construction.

These are the obvious advantages of local ownership with cognizance of community needs and a deep commitment to meet them.

For these reasons. I urge your awarding GSC the cable franchise.

Yours truly,

Betty Jope, Teacher

cc: Supervisors

Mr. William Freeman

1633 38th Street Sacramento, CA 95816 September 13, 1982

Mr. Ted Sheedy County of Sacramento, First Dist. 700 H Street - St. 2450 Sacramento, CA 95814

Dear Mr. Sheedy:

I am an educator in the community and have been observing the educational facilities and budgets proposed by the cable franchise competitors. I believe Greater Sacramento County Cable is doing more for this community to serve its educational needs than any of their competitors.

GSC's total dollar commitment for the community is not only the largest of the competing groups, but speaks to the needs of religious groups, women, the arts, health, public TV, and radio.

I urge you to award the cable franchise to GSC.

Sincerely,

Phyllis Drew, Elementary Educator

cc to Supervisors and Mr. William Freeman



KNOTT'S PHARMACY

4819 J Street • Sacramento, California 95819 Telephone 455-3068

September 9, 1982

Sandra R. Smoley, Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Dear Supervisor Smoley,

It woun't be long before you must make a choice for the cable franchise award. I ask that you award the cable franchise award to Greater Sacramento County Cable Co.

The investors are local, in partnership with Maclean Hunter. This is the only company of the four competing ones which can say this. They have put up over \$800,000 over the past two years, as well as a great deal of time and effort in the production of their proposal. Please vote for Greater Sacramento County Cable Company.

Sincerely,

John Lindow 4746 North Ave.

Carmichael, California 95608

Please distribute to: All County Supervisors, Mr. William Freeman, All City Council members, Mac Mailes

WILLIAM S. HENDERSON

REAL ESTATE BROKER
3889 EXMOOR CIRCLE
SACRAMENTO, CALIFORNIA 95825
(916) 489-6866

September 3, 1982

Supervisor Smoley Board of Supervisors 700 H St. Sacramento, CA 95814

Dear Supervisor Smoley:

I have lived in the Sacramento area for many years and am very interested as to which company will be awarded the cable franchise. This is an extremely important decision and a very difficult one. I would like you to know how I feel.

I think it is extremely important that local people have some influence on how the cable system is built and operated. Greater Sacramento County Cable Co. was founded by local investors and have helped to write the proposal for our community. I know several of them and feel they would be a credit to the cable operation.

Please vote for Greater Sacramento Cable Co.

Sincerely,

William S. Henderson

cc: Board of Supervisors and Mr. William Freeman City Council Members and Mr. Mac Mailes

Bill Freewar

BYRON H. DEMOREST, M. D.

OPHTHALMOLOGY

5301 F STREET

SACHAMENTO, CALIFORNIA 95819

September 4, 1982

SEP 1 4 1982

Councilman Douglas Pope City Hall Sacramento CA 95814

Dear Doug:

Recently I have had a chance to review the proposals of the four applicants for cable television in the Sacramento area. Recent loss of HBO and the introduction of "porn" movies into our area has made all of us more acutely aware of the need to have local control and direct local involvement in our cable television.

For this reason, I urge you to support the proposal of the Sacramento County Cable Company. To me, local shareholders and local control will help to assure the type of cable television that we desire for Sacramento. I hope that you will agree with me.

Sincerely,

Byron H. Demorest, M. D.

BHD: jm

BYRON H. DEMOREST, M.D. OPHTHALMOLOGY 5301-F STREET SACRAMENTO, CALIFORNIA 95819

September 4, 1982

Supervisor Ted Sheedy Sacramento County Board of Supervisors 700 H Street Sacramento CA 95814

Dear Ted:

Recently I have had a chance to review the proposals of the four applicants for cable television in the Sacramento area. Recent loss of HBO and the introduction of "porn" movies into our area has made all of us more acutely aware of the need to have local control and direct local involvement in our cable television.

For this reason, I urge you to support the proposal of the Sacramento County Cable Company. To me, local shareholders and local control will help to assure the type of cable television that we desire for Sacramento. I hope that you will agree with me.

Sincerely,

Byron H. Demorest, M. D.

BHD:jm

Ms. Sandy Smoley, Supervisor County of Sacramento 3rd District 700 H Street, Suite 2450 Sacramento, CA 95814

Dear Ms. Smoley:

I am writing to voice my support for the proposal made by the Greater Sacramento County Cable Incorporated for the local Cable Television contract.

I feel a measure of local control and sensitivity to local issues and organizations is vital.

Respectfully yours,

Tom Powell



St. John's Lutheran Church

1701 L STREET SACRAMENTO, CALIFORNIA 95814 444-0874

The Rev. R. S. Romeis, D.D.
The Rev. P. W. Bergstresser
The Rev. G. B. Horpedahl
The Rev. C. D. Schneider
September 7, 1982

Mr. William Freeman, Assistant County Executive 700 H St - Suite 2450 Sacramento, CA 95814

Dear Mr. Freeman:

It is my understanding that the matter of awarding the cable franchise for Sacramento will be coming up for discussion before you this month.

As one who is interested in our community, I would like to present my views for your consideration. I realize there will be many others at the hearings and by letters who will also express preferences. I do appreciate your listening to my few words.

After studying the proposals for the four companies seeking the franchise, looking carefully at their programming, noting the time alotted for religious broadcasting and other community organizations, and assessing the cost as given in the newspaper comparisions, it is my strong belief that the Greater Sacramento Cable Company offers the best in service for Sacramento. In addition, the Greater Sacramento Cable Company has a strong local representation in its ownership, which to me is an asset.

Thank you for listening. I know you will make your judgment according to your understanding as to which company will serve the residents of Sacramento best. I hope my assessments agrees with yours.

Sincerely yours,

R. S. Romeis, Pastor

RSR:ra

PRACTICE LIMITED TO PEDIATRIC LINGLOSY

PEDIATRIC UROLOGY MEDICAL GROUP, INC.

STEPHEN R. SHAPIRO, M.D., F.A.A.P., F.A.C.S.

5120 "J" BT. 7530 AUBURN BLVD.

BACRAMENTO, CALIF. 95819 CITRUS HTB., CALIF. 95601

TELEPHONE 916 - 451-8898

September 6, 1982

City Councilmen and Supervisors:

RE: Cable Television Franchise in the Sacramento Area

Within the next five years, telecommunications will be changing the way in which all of us live and work. Accordingly, it is critical that citizens should be part of the decision regarding the franchise award for the cable television franchise in the Sacramento area.

I am writing to you to support the effort of the Greater Sacramento County Cable Company. Of the four applicants for a cable television franchise in the Sacramento area, the Greater Sacramento County Cable Company is the only company with over 70 local investors. It is my belief that this is the only company which has wide local support and that this is the only company which can meet the education, health, arts and nonprofit, religious and minority needs of Sacramento. Overall, none of the other applicants' proposals can match the Greater Sacramento County Cable Company's proposals.

Accordingly, I urge you to support this local company in its bid for the cable television franchise in the Sacramento area. I believe this company would be responsive and accountable since it represents a good cross-section of the community.

Thank you for your consideration.

Sincerely,

STEPHEN R. SHAPIRO, M.D.

SRS/ks

cc: Greater Sacramento County Cable Company

YUKIO UYENO, M.D.

Infants, Children & Adolescents
FREEPORT FLORIN PROFESSIONAL CENTER
1355 Florin Road • Suite 11
SACRAMENTO, CALIFORNIA 95822

422-8628

Illa Collin, Supervisor County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

September 8, 1982

Dear Supervisor Collin,

Of the four applicants for the cable franchise in this area, I feel that one stands out above all the rest. That is Greater Sacramento County Cable Company. I like this choice because there are local investors who will have control over local programming; I feel they would be responsive to what the community wants. They have a partner, Maclean Hunter, with a very good reputation and is not over-extended in either capital expenditures or systems.

I feel that Greater Sacramento would be an excellent choice and I urge you to cast your vote in their favor.

Sincerely,

Wukio Uyeno, M.D. 611/Fordham Way

Sacramento

cc: All Board of Supervisors
Mr. William Freeman, Asst. County Exec.

JOSEPH A. LATTERI, M. D. PRYCHIATRY

August 26, 1982

Illa Collin, Member of Board of Supervisors Sacramento County 700 H St. Sacramento, Ca. 95814

Dear Supervisor Collin:

- 121 - 121 - 122 - 1

The awarding of the cable TV franchise is rapidly appraching. As a resident of this community for many years and as a member of your district, I am very interested in your selection of the franchise award.

I ask that you vote to award the contract to Greater Sacramento County Cable Co

It is my understanding that local people have invested a large amount of money and care and faith in this company and have worked for over two years to come up with their p oposal for cable TV in this area. The credentials of Maclean Hunter, their partner, are without question as far as past performance concerned. Sacramento will be their #1 priority. I like that concept. I also like the fact that the local investors will have control of local programming.

The basic tier fee is fair and affordable and does not exclude the less affluent people of this community.

A vote for Greater Sacramento County Cable Co. is a vote for people of our community. I trust these shareholders.

As my representative, please vote for this company. Thank you.

_Sincerely yours,

Joseph/A. Latteri, M.D.

Copies to members of the Board of Supervisors and Mr. William Freeman, Assistant County Executive

4721 S. Land Park Drive Sacramento CA 95822 September 9, 1982

Ms. Illa Collin, Supervisor Sacramento County Board of Supervisors 700 H Street Sacramento CA 95822

Dear Ms. Collin,

I urge you to look with favor upon the application for a cable franchise submitted by the Greater Sacramento County Cable Group.

I have reviewed the information available on the four groups whose applications are pending, and it is clear to me that the Greater Sacramento County Cable Group has taken great care to make commitments which will serve the broad spectrum of needs of the community. I am particularly impressed with the support they will make available to KVIE and to groups such as the Women's Communication Network, which are not represented by heavy funding from the commercial sector.

It is apparent to me that cable television should serve the needs of the whole community and that the coming years will be better years if our communications industry does this responsibly. It can do so best if control is vested in local people who represent the community at large.

I urge your favorable consideration for the application of the Greater Sacramento County Cable Group.

Yours most sincerely,

Rosemary P. Peters

3500 American River Drive, Suite 208 Sacramento, California 95825 Telephone 916 971-0101

September 13, 1982

Mr. William Freeman Assistant County Executive County of Sacramento 700 H Street - Suite 7560 Sacramento, CA 95814

Dear Mr. Freeman:

As I am not an investor or patron of any organized Sacramento cable television joint venture group, this letter is intended to express objective support for the proposal offered by Greater Sacramento County Cable Company. I, like many other Sacramentans, have followed the competition closely and feel the Greater Sacramento Cable group has shown the strongest commitment through the substantial financial investments and personal involvement of local principals. Secondly, a tiered programming structure responsibly addresses differences in the economic capability of individual cable subscribers.

These factors plus the fine reputation Maclean Hunter has established in the cable television industry makes Greater Sacramento Cable my preference for Sacramento's future. I hope your deliberations lead you to the same conclusion.

Sincerely,

William GY Townsend

WGT:mr

Sandy Smoley County Supervisor 700 "H" Street Sacramento, CA 95814

Dear Ms. Smoley:

As one of your constituents and as a college counselor in the local community, I am quite concerned about the nature of the programming which will be provided through the proposed television cable service. I have studied, as I am certain you have, the various proposals and would recommend your support of the Greater Sacramento Cable Company. I feel they can best offer our community the opportunity to increase community services at little additional cost.

Thank you for the opportunity to provide input.

Sincerely.

Larry Vrieling

LV:do

BOASS SEP 17 P3:12

47 Sandburg Brive Sacramento, CA 95819

September 13, 1982

Mr. Ted Sheedy Supervisor, First District

Mr. Doug Pope Sacramento City Council

Dear Ted and Doug:

Since your respective governmental bodies are scheduled to make a decision on September 27 with regard to award of a Cable TV franchise, I am writing to add my name to the many I am sure are endorsing Greater Sacramento County Cable.

It appears to me this group has made by far the greatest genuine local commitment and would be the most likely over the duration of the franchise to involve the largest degree of local input to the content and operation of cable programming.

Thank you for your consideration.

Very truly yours,

GEORGE L. EBLING

BOASS SEP 17 P3:11

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DESMOND, MILLER, DESMOND

& BARTHOLOMEW

LAW CORPORATIONS

ATTORNEYS AT LAW
1008 FOURTH STREET, SUITE 900
SACRAMENTO, CALIFORNIA 95814

TELEPHONE (916) 443-2051

September 13, 1982

EARL D. DESMOND

(IA95-195A)

E. VAYNE MILLER

(1904-1955)

OF COUNSEL

H. HAROLO LEAVEY

RICHARD F. DESMOND LOUIS N. DESMOND MAL D. BARTHOLOMEW STEPHEN JAMES WAGNER WILLIAM WADE NOLAN GARY LIVAICH PATRICIA Z. OSTINI VICKIE BREWER OWEN

Illa Collin, Supervisor Board of Supervisors County of Sacramento 700 H Street Sacramento, CA 95814

Re: Cable Television

Dear Ms. Collin:

My wife, Harriet T. Leavey, and I live who in the Greenhaven District have reviewed with care the published material in connection with the contest as to which one of four organizations you award the contract to bring cable television into Sacramento.

My wife and I are interested in the arts and educational matters particularly. We find at the present time a very substantial part of our television listening is to Channel 6, the PBS station. We are interested in the development of the arts in Sacramento and the educational element for children and adults.

We conclude that the proposal of the Greater Sacramento County Cable group is best suited to what we think would be our needs and those of many of our acquaintances in Sacramento. Their proposal respecting investments in the future and particularly in the area of facilities and equipment for public access to TV promises the best results for satisfaction. We believe that the Board of Directors of this group will exercise very sensible control of the programs which are brought to Sacramento's viewing audience.

We compliment you and your colleagues on the very sensible way in which you apparently have proceeded to make this decision respecting cable television.

We endorse the application of the Greater Sacramento County Cable group. ∞

Sincerely yours,

P 11

H. HAROLD LEAVEY

HIL/dp

Pω::1

bcc: Greater Sacramento County Cable

bcc: Anna Rita Neuman

September 14,1982

Ms. Sandra Smoley
Sacramento County Board of Supervisors
700 H Street
Sacramento, CA 95814

Dear Ms. Smoley;

I have noted in the newspapers that there is a very important decision to be made regarding Cable T.V.

I would like to rec ommend the Greater Sacramento Cable Co. I am acquainted with several of the board members of this company and they are highly responsible people. The TV operators, Maclean Hunter, is conservative and experienced. I feel that it is very important to have a locally owned company whose Board of Directors will feel a commitment to Sacramento. It seems that GSC is the only company with true local control.

I appreciate your consideration,

.82 SEP 17 P3 103

CINETIAL A& RO VINUO EGO.

Lynne McMahon 4026 McKinley Blvd. Sacramento, CA 95819 September 14,1982

Mr. Doug Pope Sacramento City Council City Hall 9th and H St. Sacramento, CA 95814

Dear Mr. Pope;

It has come to my attention through the newsmedia that you have a difficult decision facing you regarding the awarding of a franchise for Cable TV.

I would like to recommend the Greater Sacramento Cable Co. I am acquainted with several of the board members of this company and they are highly responsible and responsive people. The TV operators, Maclean Hunter, are conservative and experienced. I feel that it is very important to have a locally owned company whose board of directors have a committment to Sacramento. It seems that GSC is the only company with true local control.

I appreciate your consideration of my opinion.

SOUNTY OF THE STATE

Lynne McMahon 4026 McKinley Blvd. Sacramento, CA 95819

MIKACICH, SCHENK & GALE

ATTORNEYS AT LAW

JAMES L. MIKACICH JAMES H. SCHENK STANLEY J. GALE OF COUNSEL

IZI4 F STREET SACRAMENTO, CALIFORNIA 95814

(916) 446-4871 443-8104

OUR FILE NO.

September 10, 1982

SACRAMENTO CITY COUNCIL C149 Hall AMENIO 9157 I' Street Sacramento, CA 95814

SACRAMENTO COUNTY BOARD
OF SUPERVISORS
700 "H" Street
Sacramento, CA 95814

*82 SEP 17 P3:06

Re: In support of Greater Sacramento County Cable

Dear Members of the City Council and the Board of Supervisors:

I would like to voice my personal support for Greater Sacramento County Cable, Inc. As a businessman with his office in the City of Sacramento, and as a resident of the County of Sacramento, I have been anxiously following the coverage both in the media and in the newspapers concerning cable television in the greater Sacramento area. I have attempted to be an informed citizen concerning this matter, and have reviewed not only brochures and information sent to me by the various competitors for the cable television rights, but have also reviewed the information in the papers and have been interested in reviewing the television and radio coverage concerning this matter.

It appears to me that it is obvious that local businessmen and local citizens concerned with the needs of the greater Sacramento area can be most responsive in providing cable television services to the Sacramento area. I have seen the information presented by Greater Sacramento County Cable, Inc., and feel that they are best responding to the needs of the Sacramento area. I know most of the Board of Directors and investors involved in Greater Sacramento County Cable, Inc., and I know that they will keep utmost in their minds what is best for Sacramento and the Sacramento viewing public.

I strongly support the awarding of the franchise for cable television for the Sacramento area to Greater Sacramento County Cable, Inc., because I believe on the merits they can provide the best facilities and service to the greater Sacramento area.

yery trolly yours,

DAMES L. MIKACICH

JLM/jwr

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Wear City Council,

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Cable Franchise, Das istyries

ROSS AND LYNNE RELLES

BOARD OF SUPERVISORS 700 H STREET SACRAMENTO, CA 95814

DEAR SUPERVISORS:

AS MEMBERS OF THE SACRAMENTO COMMUNITY WE ARE DEEPLY CONCERNED ABOUT CABLE TELEVISION AND ITS EFFECT ON THE COUNTY OF SACRAMENTO. YOUR DECISION REGARDING THE AWARDING OF THE CABLE FRANCHESE WILL HAVE AN IMPACT IN OUR COUNTY FOR MANY YEARS TO COME. BECAUSE OF THIS WE DECIDED TO RESEARCH THE FOUR COMPANIES NOW COMPETING FOR THE CABLE FRANCHISE. FOR THE FOLLOWING REASONS MY HUSBAND AND I BELIEVE THE GREATER SACRAMENTO COUNTY CABLE COMPANY WOULD BEST SERVE THE COMMUNITY. FIRST, IT APPEARS TO HAVE THE GREATEST NUMBER OF LOCAL SHAREHOLDERS. SECONDLY, I BELIEVE IT IS SIGNIFICANT THAT 6 OF 14 GSCCC BOARD MEMBERS ARE EITHER WOMEN OR MINORITIES. LASTLY, THE NUMBER OF DOLLARS COMMITTED ASSURES A GREATER SERVICE TO THE COMMUNITY.

YOURS TRULY.

OSEMARY MONTIJO

85 SEP 17 P3:03

BOVED 5. SEE TAISURE

Councilman Joe Serna, Jr. Room 205 City Hall Sacramento, Ca 95814

Dear Sir:

We understand that public hearings for awarding the franchise for cable television in the Sacramento area began September 13, 1972.

We feel that Greater Sacramento County Cable Company is the best applicant and we urge you to give them your vote. Maclean Hunter and the GSC shareholders would have control over local origination programming and would be responsive to the community's needs. Best wishes for success in the work you are doing.

irs. Babich 20:Ed LI des

George Babich

Nina Babich

2328 Murieta Way

Sacramento, Ca 95822

Saint Anthony Parish

660 Florin Road Sacramento, California 95831 (916)428-5678

September 14, 1982

Supervisor Illa Collin Sacramento County Board of Supervisors 700 H Street Sacramento, CA. 95814

Dear Supervisor Collin:

After following the cable franchise process in Sacramento, I would like to show my support of Greater Sacramento County Cable Company.

The local investors of Greater Sacramento County Cable have the interests of the Sacramento area at heart. They are long standing Sacramento citizens from a cross-section of this community. They come from all walks of life, all economic levels, races, religions and nationalities. They have devoted a large amount of capital and over two years of offort and concern to develop the best possible proposal to meet the needs of Sacramento.

Greater Sacramento County Cable Co.'s investors were personally involved in finding out the needs of this community. especially in the areas of religion, health, education, the arts and minority groups. Their proposal has many special provisions for these groups.

I am looking forward to quality cable TV in Sacramento and know that Greater Sacramento County Cable will provide such quality.

Very truly yours,

Rev. T.sBrendan O'Sulliyan Pastor of NEWVERVS at AINNOS

TBOS:bj

cc: Greater Sacramento County

Cable Company:

September 16, 1982

Supervisor Smoley Sacramento Board of Supervisors Mr. William Freeman 700 H St. Sacramento, CA 95814 Mayor Phil Isenberg Sacramento City Council Mr. Mac Mailes 915 I St. Sacramento, CA 95814

Re: Support for Greater Sacramento County Cable Co.

Dear Members of the Board of Supervisors, Mayor Isenberg, Members of the City Council, et. al:

I have recently become an investor in Greater Sacramento County Cable Co. Above and beyond any monetary gain I may receive, I welcome the chance to be a part of an industry that can improve the quality of life here in Sacramento.

At one point during this past year, I was employed by Teleprompter of Sacramento (Group W) as a community ascertainment consultant. As a result, I believe I have gained an insight into the needs of our community and have an educated opinion as to how a cable company can meet those needs. I am particularly impressed with the commitments Greater Sacramento County Cable Co. has made to the arts and educational organizations of Sacramento.

Please cast your vote to grant the franchise to Greater Sacramento County Cable Co. - it would be a benefit to us all.

Thank you.

Sincerely.

a man bakes

10: Ed L1 d35 Z8.

Sara L. Vorhes 3040 Sierra Blvd. Sacramento, CA 95825

COUNTY OF SACRES

MR. AND MRS. JAMES A. STEIGER 84 STARLIT CIRCLE BACRAMENTO, CALIFORNIA 95891

September 10, 1982

Illa Collin
Sacramento County Board of Supervisors
700 H Street
Sacramento, CA 95814

Dear Ms. Collins:

We wish to urge your vote in favor of Greater Sacramento County Cable.

Local ownership and management is extremely important to the community and some of the people who have an interest in Greater Sacramento County Cable are well known in educational circles. I believe they will act responsibly in presenting high quality programs to the community and will be particularly responsive to residents of their own community.

We will watch the proceedings with great interest.

Sincerely.

Mr. and Mrs. James A. Steiger Ed Ll d3S 78.

COUNTY OF SACPAHENTO

Mr. Toby Johnson 700 H Street - Suite 2450 Sacramento, California 95814

September 15, 1982

Dear Supervisor Johnson:

As the former mayor of the City of Galt, I'm very concerned with what happens in the community and in your district. After looking over all of the cable TV franchise proposals, it is my opinion that the City of Galt and the County of Sacramento would benefit the most by Greater Sacramento County Cable Company. GSC was put together by local investors in the community; in which, the other proposals were put together by corporations. These local investors have raised over \$800,000. They are achieving the most efficient results out of that \$800,000 than the other companies are out of \$2 million.

I urge you cast your vote for Greater Sacramento County Cable Company for the City of Galt and for Sacramento County.

Sincerely,

Bob G. Dunnett

335 Crescent Drive

Galt, California 95632

cc: All Supervisors

All City Council Members

Mr. William Freeman

Mr. Mac Mailes

BOASSING PASSING



Mr. Toby Johnson 700 H Street - Suite 2450 Sacramento, California 95814

September 15, 1982

Dear Supervisor Johnson:

I have lived in the Galt community for over 30 years running my small business bakery. I take a great deal of pride in this community and the people in it. This is the reason I'd like to voice my opinion concerning cable television. I have heard and read many things concerning the four cable companies. Local investors and local control is really important to me. The only company that has both of these two characteristics is Greater Sacramento County Cable Co. They have received the endorsement from KVIE and many other groups. I feel that they can provide what this community needs and wants.

As my representative, please vote for Greater Sacramento County Cable Co.

Sincerely,

Wm. Spaans 305 Park Ave.

Galt, California 95632

5 2Eb 11 5523

STANKING IN LIK

cc: All Board of Supervisors

Mr. William Freeman

All City Council members

Mr. Mac Mailes

Archies HARDWARE & GIFTS

5600 J STREET SACRAMENTO, CA 95819

916/454-2900

September 13, 1982

TO: ALL MEMBERS OF THE CITY COUNCIL
ALL MEMBERS OF THE BOARD OF SUPERVISORS

Dear Elected Representatives:

I am writing to Sacramento's voting body to express my views on the cable franchise award that will granted to one of the four applicants later this month. I am a Sacramento business owner and I like to see local people investing local money in a venture that will be of benefit to all of Sacramento. Greater Sacramento County Cable Co. is comprised of local shareholders who have put their money and two years of their time into the creation of a proposal that is the best one for all of Sacramento. This group have put themselves on the line and are willing to make themselves available and accountable to the cable subscribers in Sacramento.

I feel this city should support its business community and the many resources Sacramento has to offer. I, therefore, request that you award the franchise to the local group, Greater Sacramento County Cable Co.

Sincerely,

Archie Bugatto 2690 Monley Way

Sacramento, CA 95825

acked Bujacto

cc: Mr Mac Mailes, Assistant City Manager
Mr. William Freeman, Assistant County Executive

CC: All members of the City Council and Mr. Mac Mailes
All members of the Board of Supervisors and Mr. William Freeman

GREATER SACRAMENTO CABLE CO. - LOCAL INVESTORS

The local investors of GSC. have devoted a large amount of capital and more than two years of effort and concern to the best proposal to meet the community's concerns and needs.

GSC's fee for the basic tier is fair and affordable; it permits access to forty two channels for the low income citizen. Their proposal has special provisions and facilities for the areas of public health, education, the arts and minority groups.

GSC's LOCAL investors come from all walks of life, all income groups, races and nationalities and they have personally involved themselves in searching out the needs and concerns of the community.

MACLEAN - HUNTER, GSC's MSO:

M.H. has a fine reputation for training local citizens to use public access channels for the betterment of the community. They have won numerous awards due to its outstanding services to the communities it has served.

Maclean Hunter has never been sued for non-compliance, never sold a system or lost a system. They provided the development of 54 channels technology and multiple hub distribution.

COMPARABLES:

CABLEVISION: Cablevision does not have a realistic proposal. They do not have the money and are already struggling to get their financing together in Boston where they are behind schedule. The equipment needed for their proposed keyboard will not be available in the early years of the franchise. Their proposal is too expensive for low income families, so consequently their whole financial structure is faulty.

WARNER-AMEX: Sacramento would be way down on their list of priorities. They are building too much already. They would control the community grants and their proposal gives very little to key groups like KVIE and lack the support of groups like the health consortium, the religious consortium, KVIE, KXPR, the Educational consortium, etc. NO LOCAL INVESTORS.

UNITED TRIBUNE: This is a 50-50 partnership between United Cable and Tribune cable. United is good at franchising and Tribune has money. Management nightmares will arise when there is a corporate disagreement on how to proceed. Their community grants are tied, in most cases to projections of gross revenues, If these are less than projected, the community groups will suffer.

HENRY AVILA

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Company for their abuty and reputition and trusted beat perportion pelect Suster presents county ask. oplease; When sweeding the function prompted no to make the charce. of a few of the local investors of the integraty and thoroughouse Hunter, everyted perth what me tenen Cenguny. The expenses of the Machine to the Suster strangest County labele the lable Alwanow. I ranched be trusted

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CALIFORNIA STATE UNIVERSITY. SACRAMENTO

6000 / STREET, SACRAMENTO, CALIFORNIA 95819

DEPARTMENT OF ART (916) 454-6166

September 17, 1982

Terry Kastanis, Councilman City of Sacramento 915 I Street - Council Chambers Sacramento, CA 95815

Dear Councioman Kastania:

Before moving to Sacramento, We lived in Chicago, Illinois, where I was teaching on the faculty of the Chicago Art Institute.

Involved early in electronic media which encompassed the area of video, I became involved with the local cable television as a real pallet and canvas for video artists and for the arts community as a whole. You can see that cable and the future of cable is a personal concern of mine. As society and technology develops, communicators of all sorts, artists included, use these new media to express themselves.

After reading all of the proposals and going to many of the hearings and talking with the different corporations, and not being a man of great wealth, I decided to put my money where my mouth was and invested in Greater Sacramento County Cable, Inc. I feel that GSCC people have also put their money where their mouth is. They will be giving a total sum of; 1) Studio space which is desperately needed in the sense that if you do not have a studio, you cannot communicate; 2) money to update and rebuild the studios; 3) a good-sized realistic budget for equipment; 4) a channel designated for the cultural arts; and 5) \$300,000 per year for 15 years to maintain this channel. Also a board of community members with arts concerns on the board is provided. All of this appears to be a very intelligent and necessary foundation for developing a cultural liaison between people and the arts in the greater Sacramento community.

I want to thank each and every one of you for your own personal concerns for the present and the future and your commitment as community leaders.

2111/2 LEV

Phil S. Hitchock, Jr.

Chairman, Department of Art

California State University at Sacramento

cc: Mr. Mac Mailes, Assistant City Manager for Community Development

Members City Council

4255 71st Street Sacramento, CA 95820 September 15, 1982



Mr. Lloyd Connelly, Councilman City of Sacramento 915 I Street - Council Chambers Sacramento, CA 95814

Dear Mr. Connelly:

Greater Sacramento County Cable earns your approval because its partner Maclean Hunter has a record of proven performance throughout North America over a period of 25 years.

GSC has my support because it does not now plan or later intend to include pornographic programming in its scheduling. As a resident of Sacramento county, I am promised by GSC consideration of my opinion because GSC's local programming will remain in local hands for the life of the franchise, insuring a continuing responsiveness to local preferences. GSC's partner, Maclean Hunter, has proven its policy of not offering X-rated programming by the fact that it has never included this to any of its users in the US. and Canada.

As a teacher of children in this community, I am deeply concerned about the moral environment available to our society. A policy of NO pornography must be encouraged and advanced whenever and wherever possible.

I feel GSC will protect and benefit that for which I have dedicated my life--a healthy, safe, and moral environment for all members of society.

Thank you for considering my earnest appeal.

Sincerely,

Bertha Culton, Citizen

Bertha Culton

cc.Mr. Mac Mailes
Council Members

September 17, 1982	. 82	7.708 1.708
	SEP.	: :
	21	
Board of Supervisors County of Sacramento	AII	
700 H Street Sacramento CA 95814	<u>5</u>	33.5 34.5

Dear Board Members:

There is an old saying, "money talks." With current financing, to educators it shouts out loud!

More and more, those of us in education are having to seek out alternatives to meet the needs of youth.

In order for school districts to derive benefit of cable TV, it is necessary to endorse the company that shows a budget toward meeting the needs of youth. In my opinion, Greater Sacramento Cable, Inc., does just that. Therefore, I join the number of friends of education who endorse Greater Sacramento Cable, Inc.

Sincerely,

alicia Meza

39 Park West Court

Sacramento, CA 95831

The principals of Greater Sacramento Cable Co., as local residents have the interests of the Sacramento Area at heart. They have devoted over 2 years of unified effort and a large amount of capital to enable them to produce the best proposal to meet the continuing needs of the Community.

By comparison, the Greater Sacramento Cable Company has far more to offer our community. They have made sure the fee for the basic tier is fair and affordable allowing virtually everyone to have access to 42 channels.

The Greater Sacramento Cable Company investors represent a cross section of the entire Sacramento area and have each been personally involved in determining the needs of the Community. They have committed funds for various areas of concern, such as Education, Health, the Arts, Minority Groups and Senior Citizens.

McLean Hunter, Greater Sacramento Cable Company's partner, has an excellent reputation and Sacramento is their #1 priority. They have never been sued for non-compliance and have never sold or lost a system.

When you cast your ballot in September, vote for SACRAMENTO by voting for GREATER SACRAMENTO CABLE CO.

Sincerely.

marke + Co.

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The principals of Greater Sacramento Cable Co., as local residents have the interests of the Sacramento Area at heart. They have devoted over 2 years of unified effort and a large amount of capital to enable them to produce the best proposal to meet the continuing needs of the Community.

By comparison, the Greater Sacramento Cable Company has far more to offer our community. They have made sure the fee for the basic tier is fair and affordable allowing virtually everyone to have access to 42 channels.

The Greater Sacramento Cable Company investors represent a cross section of the entire Sacramento area and have each been personally involved in determining the needs of the Community. They have committed funds for various areas of concern, such as Education, Health, the Arts, Minority Groups and Senior Citizens.

McLean Hunter, Greater Sacramento Cable Company's partner, has an excellent reputation and Sacramento is their #1 priority. They have never been sued for non-compliance and have never sold or lost a system.

When you cast your ballot in September, vote for SACRAMENTO by voting for GREATER SACRAMENTO CABLE CO.

Sincerely.

CE F. HYDE ATTORNEY

101-H Xt

Sacti 95814

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Nacto 95825

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Sincerely,

1128 Commons PA

sucto

machalles



September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Déar Toby:

After some very detailed research I solicit your support in helping Greater Sacramento County Cable Co. obtain the Cable TV franchise.

This group's investors have been personally involved in finding out the needs of this community, particularly in the areas of health, education, the arts, and minority groups. Their proposal has many special provisions for these groups and in generous grants and facilities has provided for them. These funds are based on a conservative estimate of income and are committed; they are not based, as one other applicant's, on an overly optimistic projection of income.

In addition, Greater Sacramento County Cable Co.'s proposal has been exceptionally generous in providing for educational channels to be used by members of our strong educational community. These channels are a step into the future and will make the Sacramento community an even more informed and educated citizenry.

As my representative, I urge you to support Greater Sacramento County Cable Co.

Sincerely,

2712 Escobar Way

Rancho Cordova, California 95827

cc: Board of Supervisors
City Council
Mp. William Freeman

Mr. Mac Mailes

September 16, 1982

Sandra R. Smoley, Supervisor County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, California 95814

Dear Sandra:

I have followed the race for the Cable TV franchise with keen interest since it is an issue which is vital to our community with long range implications.

As the result of much careful and detailed study, I find that Greater Sacramento County Cable Co. seems to offer the most to our community.

Their investors are a good cross-section of this community coming from all walks of life, socio-economic groups, races and nationalities. Their proposal also provides for women's groups and minorities as well as senior citizens. As local investors, they have the interest of the Sacramento area at heart. They have devoted a large amount of capital and over two years of effort and concern to produce the best proposal possible to meet the community's concerns and needs. They will continue to live here and make Cable TV work for the good of our community.

As my representative, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise. I'm certain you'll agree with me that Sacramentans know what is best for Sacramentans.

Sincerely,

Edward Coker

3734 Kimberly Way

Carmichael, California 95608

cc: Board of Supervisors
City Council
Mr. William Freeman
Mr. Mac Mailes

mac Maille

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Dear Toby:

You are the supervisor for my district and I wish to address the issue of the award of the Cable TV franchise for the Sacramento area. This is a very important issue since Telecommunications will have a major impact on all of our lives in the next few years.

I have carefully studied the proposals of Cablevision, Greater Sacramento County Cable Co., Warner-Amex, and United Tribune. Additionally, I have discussed these organizations with many of my neighbors and friends.

Although there is much similarity, the issue that distinguishes one group from the others is that the investors in Greater Sacramento County Cable Co. have put up their own money, over three-quarters of a million dollars, and have worked diligently to develop the best proposal for everyone in this area. I know many of these investors personally and I trust them. It was gratifying to see that their basic tier fee does not eliminate the economically disadvantaged. Their partner, Maclean Hunter, also enjoys an outstanding reputation for integrity and performance.

Because of the above, I urge you to vote for Greater Sacramento County Cable Co. It's time that we show that all Sacramentans are capable of improving the quality of life for Sacramentans.

Sincerely

Guy Jones (⊅)

9691 Appalachian Drive

Rancho Cordola/ California 95827

cc: Board of Supervisors

Members of City Council

Mr. William Freeman, Asst. County Executive

Mr. Mac Mailes, Asst. City Manager for Community Development

me mallo

September 16, 1982

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As my representative, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise. I'm certain you'll agree with me that Sacramentans know what is best for Sacramentans.

Sincerely,

James Pope

2720 Escobar Way

Rancho Cordova, California 95827

cc: Board of Supervisors City Council Mr. William Freeman Mr. Mac Mailes

macmales

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

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Because of the above, I urge you to vote for Greater Sacramento County Cable Co. It's time that we show that all Sacramentans are capable of improving the quality of life for Sacramentans.

Sincerely.

Gerald R/Frank

2800 Londonderry Drive

Rancho Cordova, California 95827

cc: Board of Supervisors
Members of City Council

Mr. William Freeman, Asst. County Executive

Mr. Mac Mailes, Asst. City Manager for Community Development

colinal same

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street, Suite 2450 Sacramento, California 95814

Dear Toby:

I am writing to you, my representative, to ask you to support the Greater Sacramento County Cable Co. in their efforts to obtain the Cable TV franchise. As an educator, I am highly impressed by this organization's commitment to education. The availability of \$11 million dolars in operating funds and three additional channels to the educational community certainly distinguishes the company from their competition. In today's fiscal austerity climate for education, a commitment such as this is absolutely inspiring and reflects the community spirit of this group.

The dedication and support of education by Greater Sacramento County Cable Co. will pay dividends for several generations of this area's children by significantly enhancing our educational system.

As the result of their commitment to so noble a cause, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise.

Sincerely.

Virginia L. Lacewell

2721 Escobar Way

Rancho Cordova, California 95827

cc: Board of Supervisors

City Council

Mr. William Freeman

Mr. Mac Mailes

me mule

September 16, 1982

C. Tobias Johnson
Chairperson
County of Sacramento
700 H Street - Suite 2450
Sacramento, California 95814

Dear Toby:

As my representative, I am requesting your support for Greater Sacramento County Cable Co. in the Cable TV franchise selection.

In addition to being a local group of investors with local interest and loyalties, Greater Sacramento County Cable Co. has an outstanding partner, Maclean Hunter. This company has a fine reputation for developing local programing and for training local citizens to use the public access channels for the betterment of the community. Maclean Hunter has won many national awards in this area in other communities it serves. Also, Sacramento is Maclean Hunter's #1 construction priority. They don't have other system builds going on that will take precedence over Sacramento. They have a proven track record, i.e. they have never been sued for non-compliance for a community nor have they sold or lost a system.

The combination of Greater Sacramento County Cable Co. and Maclean Hunter is the best deal for our community. Please support them.

Sincerely Jawasshi

Joseph P. Zawadzki

2705 Escobar Way Rancho Cordova, California 95827

cc: Board of Supervisors City Council Mr. William Freeman Mr. Mac Mailes

me mills

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

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As my representative, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise. I'm certain you'll agree with me that Sacramentans know what is best for Sacramentans.

Sincerely,

Rex Williams, Jr.

2801 Escobar Way

Rancho Cordova, California 95827

cc: Board of Supervisors City Council Mr. William Freeman Mr. Mac Mailes

max Marko

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Dear Toby:

After some very detailed research I solicit your support in helping Greater Sacramento County Cable Co. obtain the Cable TV franchise.

This group's investors have been personally involved in finding out the needs of this community, particularly in the areas of health, education, the arts, and minority groups. Their proposal has many special provisions for these groups and in generous grants and facilities has provided for them. These funds are based on a conservative estimate of income and are committed; they are not based, as one other applicant's, on an overly optimistic projection of income.

In addition, Greater Sacramento County Cable Co.'s proposal has been exceptionally generous in providing for educational channels to be used by members of our strong educational community. These channels are a step into the future and will make the Sacramento community an even more informed and educated citizenry.

As my representative, I urge you to support Greater Sacramento County Cable Co.

Sincerely,

Larry D. Landers 2725 Escobar Way

Rancho Cordova, California 95827

cc: Board of Supervisors

City Council

Mr. William Freeman

Mr. Mac Mailes

max Mallo

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

Dear Toby:

I am a firm believer in California for California and Sacramento for Sacramentans. After following the Cable TV franchise race for quite some time, I concluded early that a local group would certainly be in the best interest of our community.

Unlike some of the competition, Greater Sacramento County Cable Co. has put up their money to produce their proposal. Their shareholders have a legally binding commitment from Maclean Hunter, their partner, for local control of local origination programing. This will permit the people of the Sacramento community to get involved more in the affairs of this area. This can draw us all together.

Greater Sacramento County Cable Co.'s fee for the basic tier is fair and affordable; it permits the poor an access to 42 channels. This certainly reflects their attitude of serving the community.

I firmly believe that Greater Sacramento County Cable Co. has much more to offer than the other local competition. I urge you to support their quest for the Cable TV franchise.

Sincerely.

To il CRi

David Clingman 2704 Escobar Way Rancho Cordova, California 95827

cc: Board of Supervisors
City Council
Mr. William Freeman
Mr. Mac Mailes

That Walla

September 16, 1982

C. Tobias Johnson Chairperson County of Sacramento 700 H Street - Suite 2450 Sacramento, California 95814

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As my representative, I urge you to support Greater Sacramento County Cable Co.

Sincerely,

Karne A. Frost

2724 Escebar Way

Rancho Cordova, California 95827

cc: Board of Supervisors
City Council
Mr. William Freeman
Mr. Mac Mailes

mae Warley

4940 Marlborough Way Carmichael, CA 95608

September 17, 1982

Supervisor Sandra Smoley County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Sandy:

I am sure that you are aware of the important decision facing the Board of Supervisors and City Council regarding the award of the Cable Television franchise. I feel compelled to express my opinion on this subject because of recent events. I was appalled at the switch over from HBO to Movievision and the resultant degradation of offerings. This would not have happened if there had been local involvement.

I feel that the Greater Sacramento County Cable, Inc. with its 86 local citizens financially involved is the best cable franchisee for Sacramento County. I hope that you will support them because of local involvement, educational access, public access and commitment to the Community. I am not financially involved in cable television. I have friends in two of the four competing companies.

Respectfully submitted,

Marc Crowder

Marcus Crowder

cc: Members Board of Supervisors

September 16, 1982

C. Tobias Johnson .
Chairperson
County of Sacramento
700 H Street - Suite 2450
Sacramento, California 95814

Dear Toby:

I have followed the race for the Cable TV franchise with keen interest since it is an issue which is vital to our community with long range implications.

As the result of much careful and detailed study, I find that Greater Sacramento County Cable Co. seems to offer the most to our community.

Their investors are a good cross-section of this community coming from all walks of life, socio-economic groups, races and nationalities. Their proposal also provides for women's groups and minorities as well as senior citizens. As local investors, they have the interest of the Sacramento area at heart. They have devoted a large amount of capital and over two years of effort and concern to produce the best proposal possible to meet the community's concerns and needs. They will continue to live here and make Cable TV work for the good of our community.

As my representative, I urge you to support Greater Sacramento County Cable Co. in their bid for the Cable TV franchise. I'm certain you'll agree with me that Sacramentans know what is best for Sacramentans.

Sincerely,

James C. Gray

2924 Norcade Circle #3

ans Ora

Rancho Cordova, California 95826

cc: Board of Supervisors
City Council
Mr. William Freeman

√Mr. Mac Mailes

Louise S. Jones 613 Elmhurst Circle Sacramento, California 95825

Sept. 16, 1982

Daughos Pope, Councilment aty of Sacromento ats ISY-Council Chambers Sacramento (A. 95814

Dear Drug,

Since the time is drawing near for the deusien on the cable TV. Franchise, Walt and & want to express some of our reasons ur believe greater Sicrimento Cable Suc has the most to offer the Sacramente community. Obvioudy there are many zimilanties between the applicants. The technological part of all the Systems soms to course the area. But, Here are differences in the

companies and their management. We feel that in the unanner we ha organized J.S.C. we're locally REsponsive and RESponsible to the community and the subscribers. Ou cost and prices are realistic as four. furancial contributions and other commitments are substantial. We're pleased and froud of a 20050, Mackeau. Hunter, a compe that is well managed, strong funancia and has an excellent, proven track & All are very important items for the qua needed to provide for and sustain a relic operation for the next 15 years. The

Sacraments County Cable , Suc. can and

delivre a superior Cable system to to

49 Adler Circle Sacramento, CA. 95825 September 17, 1982

Supervisor Sandra Smoley Board of Supervisors 700 H St. Sacramento, Ca. 95814

Dear Sandy,

I am addressing you as a citizen of Sacramento County, a voter in your district, and as one of the original nucleus of investors in Greater Sacramento County Cable Co. The purpose of this letter is to explain my motivation for investing in, and my hopes for, cable television in Sacramento County.

It wo and one-half years ago my husband John and I decided to invest in GSC because, first of all, we trusted and admired the people who brought to us the original idea of this company as well as the character, enterprise, and integrity of the few investors already enrolled. It was a gamble--but much more than that, a challenge, considering the line-up of competing companies in early 1980 and now in September, 1982. But most of all, we had high hopes that cable television, especially in what it could do for Sacramento, might bring our people, n groups, and institutions together through special, worthwhile community programming.

I have been on the Board of Directors of GSC since that time. I have participated in the ascertainment progess, being a member of the Unon-profit and arts" committee. I have learned much more about Sacramento, and my admiration for its population, organizations, and charities is boundless.

I can testify as one who has witnessed the inner workings of Greater Sacramento County Cable Co. for the past two and one-half years that the conduct of its officers, employees, and investors has been exemplary. My husband and I would not have continued any association if it had not. The promises the company has made it intends to keep. As community coordinator in these final months, my association with Maclean Hunter Ltd. has been close, not only with their employees but with their officers. I trust them. They are warm and open, and we anticipate a most pleasant association if we are awarded the franchise.

Lastly, I would like to thank you, the rest of the Board of Supervisors and the City Council, and your staffs for the countless hours you have spent in the preparation of the request for proposal and in the reading and understanding of the four proposals, as well as the many hours spent talking to representatives of all of us competing companies. It has been a weighty problem, this cable franchise award, and we at Greater Sacramento County Cable Co. thank you.

Sincerely yours,

Marie E. Babich, M. D.
Marie E. Babich, M. D.

Copies to Board of Supervisors and Mr. William Freeman

LETTERS OF SUPPORT FOR



August 27, 1982.

Board of Supervisors 700 H Street Sacramento, CA 95814

Dear Board Members:

The Eskaton American River Hospital Occupational Therapy Department, would like to acknowledge with thanks and appreciation, United-Tribune Cable of Sacramento.

Because of their concern and involvment with the Sacramento Community, they produced a videotape for patient education regarding daily living skills with arthritis. Their time, effort, and professionalism was donated to our videotape, making it possible to present a professional production to better inform a larger population about arthritis.

We would like to add our support to United-Cable Tribune of Sacramento to ensure their development and growth in the future of our community.

Sincerely,

Alice swagaly-savenito, OTR

Alice Iwagaki-Tanimoto, O.T.R.

Swen Russell, OTR Gwen Russell, O.T.R.

Occupational Therapy Dept.

AIT/ww

20 OF CARING

ESKATON AMERICAN RIVER HOSPITAL 4747 Engle Road/ Carmichael Callybroid 95608 916/486-3211

Ci Bofs/ Freeme



September 9th, 1982

Board of Supervisors 800 H Street Sacramento, California 95814

Dear Supervisors,

Upon reviewing all four cable television proposals, the Sacramento Women's Center, Inc. believes that United Tribune Cable of Sacramento offers the best program for the Sacramento Community. Their track record illustrates their committment to utilize women in managerial prositions, hiring locally and hiring women in non-traditional jobs as well as their overall committment to train the unemployed, the under-employed and the economically disadvantaged people of Sacramento. United Tribune's community outreach and re-investment into the community examplifies this organization's intention to fully serve the Sacramento area. The committment to provide access for all individuals and community organizations to utilize the cable media is comendable. By addressing the availability of services to the physically and developmentally disabled, United allows for a greater population to benefit from the cable network.

The time and involvement that United Tribune Cable has given our organization has shown us their dedication to the women of Sacramento and earned our endorsement. We urge you to vote for United Tribune of Sacramento.

We wish to re-iterate our strong stance against pornography in any programming and want to encourage strong images of women in all programming and not just on the women's channel.

Sincerely,

Lynne Ohlson

for the Board and Staff of the Sacramento Women's Center, Inc.

cc. Board of Supervisors City Council United Tribune Board files

2104 Capitol Avenue, Sacramento, Ca. 95816

OC: Boxe & Eleona.

DGDEN SURVEYING EQUIPMENT CO.

5520 ELVAS AVENUE • SACRAMENTO, CALIFORNIA 95819 • PHONE (916) 451-7253

September 10, 1982

Sacramento County Board of Directors Sacramento, Calif.

Members of the Board,

I would like to take this time to express my support for the United-Tribune Cable proposal for the Sacramento Community.

Cable is more than an independent business venture. Cable is a public utility and the motivation of acceptable cable operators must be in the public interest. (Profits and the public interest are not contrary concepts.)

United-Tribune Cable has demonstrated it's interest and commitment to the Sacramento Community as evidenced by the community access portion of the proposal and by the level of community involvement through the United-Tribune Community Resource Center.

I urge you to examine the community involvement of all the contestants for the Cable Franchise Prize.

Sincerely,

Bruce Ogden

General Manager

Ogden Surveying Equipment Co.

BO/pr

RENT • SALE • REPAIR
SURVEYING AND DRAFTING EQUIPMENT



*82 AUG 24 P12:39



AUGUST 12 1982

Sacramento County Board of Supervisors 700 H Street Sacramento, California 95814

The California Black Cultural Assembly communicates it's support on behalf of United-Tribune Cable. As a non profit organization genuinely interested in the welfare of the community, we keenly recognize the need for cable television to serve and address not only the wider and majority community interest, but the often neglected and sometimes forgotten minority community.

The Assembly desires to share with you that in our review of the cable companies competing for the franchise that United Tribune Cablehas taken that extra step in order to include and serve by deed the entire community.

The Assembly is confident that your board will demonstrate your professionalism by insuring that the records of the cable companies reflect the above concerns. We believe United-Tribune Cable has abundantly demonstrated their support and commitment to the total community.

Sincerely

Warren Ware, Chairman

cc United-Tribune Cable

Trema

William G. Bennett 613 Fairgrounds Drive Sacramento, CA 95817 September 13, 1982

Supervisor Toby Johnson County Board of Supervisors 700 H Street, Room 2450 Sacramento, CA 95814

Dear Supervisor Johnson:

I would like to express my support for United Tribune Cable's application for the cable franchise.

I was fortunate enough to attend a training session at the United Tribune Resource Center on K Street. That training in the use of video equipment and video production has proven extremely useful in my work as the Executive Secretary of the California/Nevada Community Action Association. My work involves organizing meetings and events for community based organizations where training can take place to strengthen the operation of these agencies.

Cable TV offers a powerful new resource to community groups. Working with these community groups, local cable TV could become the medium for maintaining a up-to-date directory of community services, a series of programs on how to manage a private nonprofit corporation and a calendar of community events and programs targetted to special groups.

It is my hope that the cable system that you select for Sacramento County emphasizes community involvement and community programming. It is for this reason I believe the United Tribune Cable Co. deserves your support.

Sincerely,

William G. Bennett

Helman

September 16, 1982

Sacramento County Board of Supervisors County Administration Building	82	yog Sinso
700 H St. Room 1450	SEP	्रेट स्व स्ट्रेड
Sacramento, CA 95814	20	٠.
Ladies and Gentlemen:	A9:09	が、

The vital difference that cable television makes is that the medium of television can become a more positive force in the community. For this reason, I ask you to award Sacramento's cable television franchise to United Tribune Cable.

Sacramento is a growing city; its people have divergent needs and interests. United Tribune Cable is already playing an active role in our community. As you know, their facilities have been available for public use for some time now. This accessibility is essential if cable television in Sacramento is to become the dynamic, "people" oriented medium it can be. United Tribune has demonstrated tangibly that it can and will take its responsibility to the community seriously.

When you vote to make this important decision for the future of Sacramento, please award our cable franchise to United Tribune Cable. Thank you.

Melane J. Cheen

M.J. alieno 708 Mortifield #C Jacramento, CA 95833

COUNTY OF SACRAMENTO

Inter-Department Correspondence

Date Sept. 22, 1982

Chairperson and Members Board of Supervisors County of Sacramento

To

Mayor and Members City Council City of Sacramento

From

L. B. ELAM County Counsel

Subject:

Communication to Applicants Relating to Disclosure and Financial Guarantees

Correction of Bid Modification Conclusion
September 20, 1982 Memorandum

Public Hearings on Tentative Selection - September 13, 14, 15, 20 and 22, 1982

Transmittal to Applicants

City-County Staff recommend that the attached memorandum be approved by the Governing Bodies and transmitted to each Franchise Applicant. The purpose of the memorandum is twofold.

The first is to narrow the set of questions proposed by Supervisor Smoley and issued by the Governing Bodies to Applicants on September 15, 1982. The enclosed communication would relieve the Applicants of identifying compensation payable to employees of MSO's, excuse disclosure of shareholders or prospective shareholders of any predecessors in interest of the two existing local companies, and remove from the disclosure requirement information relating to compensation arrangements which do not involve the Sacramento Franchise, or involve the acquisition of materials or construction of the Sacramento System or services to be provided on the System. Several of the Applicants have questioned the breadth of the disclosure requirements. Supervisor Smoley has asked for preparation of the attached clarification.

The second purpose of the attached communication, is to ask each Applicant to verify in writing by 9:00 a.m. on September 27, what, if any, financial guarantees by parent companies or from other sources would be offered to legally underwrite the financial obligations assumed under the franchise. Each Applicant was questioned concerning these matters during the public hearing. Staff recommends transmittal of the enclosed communication in order to improve the

clarity of the responses and reduce the risk of misunderstandings.

Correction of Bid Modification Conclusion

Pages 5 and 6 of the County Counsel memorandum to the Governing Bodies dated September 20, 1982, explains Staff understanding of a bid modification issue related to the Tocom 55 Convertor proposed by Greater Sacramento County Cable, Inc. The issue surfaced during GSC's presentation at the hearing on September 13.

On pages 5 and 6 of the memorandum, it is assumed that GSC has proposed to introduce a new and different Tocom Convertor than that proposed in its Application filed March 15, and that the new Convertor would improve the capacity, technological capability or utilization potential of the System proposed by GSC. The obvious conclusion reached was that consideration of such newly proposed equipment would constitute a prohibited "substantive amendment" of the Application. The Governing Bodies were cautioned to ignore the implications of GSC's announcement during the hearing.

GSC has brought to the attention of this Office that the facts upon which the foregoing conclusion rests, are erroneous. This Office has since discussed the matter with CTIC to verify the error, and to gain a more clear understanding of both the underlying facts and issue presented. The clarification of facts produces a new conclusion.

The facts are as follows. In its March 15, 1982 Application, GSC proposed to provide a Tocum 5510 Convertor. At that time, the Tocom 5510 was not currently in use, but had recently been developed by the manufacturer.

On March 15, when the Application was filed, the Tocom 5510 was a two-way interactive Convertor. As designed at that time, the Tocom 5510 could not be adapted for alpha numeric home computer use, without provision of a separate modem. Utilization of such a modem, because of its high band width, would have yielded relatively low System capacity for computer utilization. GSC did not include in its application a proposal to provide computers or alpha numeric keyboards. Such computer utilization would have had to be initiated by the subscriber through acquisition from another source.

Since the Application was filed on March 15, the manufacturer of the Tocom 5510 has modified the instrument in a manner which permits direct connection of an alpha numeric keyboard. There are three implications of this modification. First, a separate modem is not required for computer use. Second, elimination of the modem permits a higher System capacity for computer use. Third, a simple alpha numeric keyboard may be connected to the Tocom 5510, without the computer component.

The change in design of the Tocom 5510 has been made by the manufacturer unilaterally since March 15. The change constitutes a new, universal feature of the Model 5510. It is now impossible for GSC to acquire a Tocom 5510 without the design modification which the manufacturer has made.

In light of this design change, GSC has now suggested the possibility that it could offer by lease, purchase or otherwise, alpha numeric keyboards directly to subscribers, an offering not identified in its March 15 Application.

Under the foregoing circumstances, the City Attorney and County Counsel conclude that consideration by the Governing Bodies of the design change in the Tocom 5510 Convertor would not constitute a prohibited "substantive amendment" of the Application. Since GSC actually bid the Tocom 5510, the design change was made unilaterally by the manufacturer after March 15, and GSC could not now obtain the Model which it proposed free of the design change -- we conclude it would be unreasonable to refuse to consider the change. For reasons over which neither the Governing Bodies nor GSC had or exercised any control, the terms of GSC's March 15 Application require it to provide the Tocom 5510 with the design that has since been unilaterally made by the manufacturer.

We do, however, recommend that the Governing Bodies exclude from consideration in making the selection the suggestion by GSC that it would now offer alpha numeric keyboards by lease, purchase or otherwise directly to subscribers. Such a proposal was not contained in the Application. The proposal is not indispensible to utilization of the Tocom 5510. It is a proposal which could have been made in the Application, coupled with supply of a separate modem. It was not, and should not now be considered.

L. B. ELAM County Counsel

LBE:ph Attachment

cc: William Freeman, Assistant County Executive Mac Mailes, Assistant City Manager Robert Smith, Commission Administrator James Jackson, City Attorney Franchise Applicants

COUNTY OF SACRAMENTO

Inter-Department Correspondence

Date September 22, 1982

Warner-Amex Communications Company Greater Sacramento County Cable, Inc.

To : Cablevision Systems Sacramento Corporation

United-Tribune Cable Company

Board of Supervisors

From : County of Sacramento

City Council

City of Sacramento

Subject :

Clarification of Disclosure Request

Financial Guarantees by Applicant Sponsors

Public Hearings on Tentative Selection - Sept. 13, 14, 15, 20, and 22, 1982

Clarification of Disclosure Request

Some of the Applicants have expressed concern regarding the scope of several of the financial disclosure questions initiated by Supervisor Smoley, and issued by the Board and Council on September 15. Response is required by noon on September 24, 1982.

Applicants are not required to provide the following types of information:

- a. Information pertaining to the compensation or services of any person who is regularly employed by a Multiple Service Operator Applicant or sponsor of an Application for the Sacramento Franchise, and who renders services for the employer in connection with markets or systems other than the Sacramento market or system to be constructed in Sacramento;
- b. Information pertaining to Shareholders or prospective Shareholders in any company which was a predecessor in interest of either Greater Sacramento County Cable, Inc. or River City Cablevision.
- c. Compensation arrangements between individuals, firms, or other business or professional entities and the Applicant MSO or any of its parent or subsidiary corporate or company entities, which is unrelated to the Application for the Sacramento Franchise, or which relate solely to

Warner-Amex Communications Company -2-Greater Sacramento County Cable, Inc. Cablevision Systems Sacramento Corporation United-Tribune Cable Company

> the supply of materials for or construction of the Sacramento System, or the provision of entertainment or non-entertainment services on the Sacramento System.

Financial Guarantees By Applicants Sponsors

During the public hearings, each Applicant has been asked a series of questions directed at the issue of who would guarantee the financial commitments made in the Application. The focus of the inquiry has been generally directed at whether parent or national companies whose names, reputation and financial strength have been voluntarily and expressly linked to individual Applications will legally obligate themselves to fulfill the promises contained in the Applications.

Advance notice of this line of questioning was not provided. In certain instances, responses were understandably vague. In other instances, the unique form of organization impeded fully understandable responses.

In order to reduce the risk of misunderstandings concerning these important questions, the Board and Council request that by 9:00 a.m., on Monday, September 27, 1982, written responses executed by authorized representatives be filed with the Clerk of the Board of Supervisors by or in behalf of each Applicant in respect to the following questions which pertain to the indicated Application.

Cablevision

It is the understanding of the Governing Bodies that should Cablevision be selected, the franchise would be held by Cablevision of Sacramento, a California limited partnership. The general partners would be Charles F. Dolan, an individual and Cablevision Systems Sacramento Corporation. River City Cablevision, a corporation, would be a special general partner. There will be Class A and Class B limited partners.

It has been made clear that the personal reputation, integrity and skill of Mr. Dolan, an individual, would stand behind the franchise, should it be awarded to Cablevision. The question which the Governing Bodies desire be answered, is whether, independent of the revenues which the local cable system will generate, there will be any legally obligated financial source to which the awarding authority may look for fulfillment of the financial obligations

Warner-Amex Communications Company -3-Greater Sacramento County Cable, Inc. Cablevision Systems Sacramento Corporation United-Tribune Cable Company

September 22, 1982

consisting of construction capital, community use grants and commitments, and vast array of other performance and monetary obligations which will be assumed by acceptance of the franchise. Specifically:

- a. Will Cablevision of Sacramento, Cablevision Systems Sacramento Corporation or River City Cablevision possess any assets, independent of the expectancy of local franchise revenues, the cable television system itself, and the franchise, which could become a legally obligated source for fulfillment of the commitments, and if so what is the nature and magnitude thereof; and
- b. What, if any, other financial resources, describing the nature and magnitude thereof, would be legally obligated to guarantee the commitments of the franchise, and specifically how is it proposed that such commitments be created and enforced?

Please discuss these issues fully, and do not feel limited by the specific questions asked. To the extent there are other resources which might be obligated, please describe exactly how creation of the legal obligation would be proposed and enforced.

Greater Sacramento County Cable, Inc.

The same focus of inquiry is directed to each of the Applicants. However, because of the differences in forms of organizations, the forms of the questions slightly differ.

With respect to GSC the following responses are requested:

- a. Will Greater Sacramento County Cable, Inc. possess any assets, independent of the expectancy of local franchise revenues, the cable television system itself and the franchise, which could become a legally obligated source for fulfillment of the commitments, and if so, what is the nature and magnitude thereof;
- b. Would MacLean Hunter, Ltd., a Canadian company, be willing to legally obligate itself and its assets to fulfill the obligations assumed by the franchise, and if so, what is the nature and magnitude of the assets of that Company; and
- c. Is there any other financial source proposed to be legally obligated to stand behind the commitments of the franchise, and if so, identify the source, the nature and

magnitude of assets committed, and the specific method by which the commitment is proposed?

United-Tribune Cable of Sacramento

With respect to UTC, the questions are as follows:

- a. Will United-Tribune Cable of Sacramento, a joint-venture, United Cable Television of Sacramento, Inc. and Tribune Company Cable of California, Inc. possess any assets, independent of the expectancy of local franchise revenues, the cable television system itself, and the franchise, which could become a legally obligated source for fulfillment of the commitments, and if so, what is the nature and magnitude thereof.
- b. Would United Cable Television Corporation of Denver, Colorado and the Tribune Company of Chicago, Illinois, each be willing to legally obligate themselves and their assets to fulfillment of the commitments contained in the franchise, and if so, what is the nature and magnitude of the assets of those companies; and
- c. Is there any other financial source proposed to be legally obligated to stand behind the commitments of the franchise, and if so, identify the source, the nature and magnitude of assets committed, and the specific method by which the commitment is proposed?

Warner-Amex

With respect to Warner, the questions are as follows:

- a. Will Warner Cable Communications Company of Sacramento possess any assets, independent of the expectancy of local franchise revenues, the cable television system itself and the franchise, which could become a legally obligated source for fulfillment of the commitments, and if so, what is the nature and magnitude thereof;
- b. Would Warner Communications, Inc. and American Express Company each be willing to legally obligate themselves and their assets to fulfillment of the commitments

Warner-Amex Communications Company -5-Greater Sacramento County Cable, Inc. Cablevision Systems Sacramento Corporation United-Tribune Cable Company

contained in the franchise, and if so, what is the nature and magnitude of the assets of those companies.

c. Is there any other financial source proposed to be legally obligated to stand behind the commitments of the franchise, and if so, identify the source, the nature and magnitude of assets committed, and the specific method by which the commitment is proposed?

A general description of assets called for by the various questions is sufficient. Financial Statements need not be provided.

Board of Supervisors County of Sacramento

City Council / City of Sacramento

L. B. ELAM

County Counsel

LBE:bjh

RESOLUTION OF THE BOARD OF SUPERVISORS, COUNTY OF SACRAMENTO, STATE OF CALIFORNIA, CERTIFYING THE ENVIRONMENTAL IMPACT REPORT FOR AWARD, CONSTRUCTION AND OPERATION OF A CABLE TELEVISION FRANCHISE

WHEREAS, the Board of Supervisors gave proper notice for a public hearing to commence at 7:00 P.M. on September 15, 1982, on the environmental impact report (EIR) for the award of a cable television franchise within Sacramento County; and

WHEREAS, during the meeting on September 15, 1982, the consideration of and public hearing on the EIR was continued to September 20, 1982, commencing at 7:00 P.M.; and

WHEREAS, consideration of the EIR and the public hearing thereon commenced at 7:00 P.M. on September 20, 1982, and after fully considering the EIR and hearing any and all public testimony offered thereon the public hearing was closed on said date; and

WHEREAS, the Board of Supervisors desires to certify that the EIR is adequate and complete and that the Board has reviewed and considered the EIR in compliance with the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code Sections 21000 et seq.) and the Guidelines adopted pursuant to CEQA (14 Cal. Admin. Code Sections 15000 et seq.); and

WHEREAS, the Board of Supervisors recognizes that the award of the cable franchise involves a two-stage decision-making process (the tentative granting of a franchise to provide cable services and approving the construction and operation of cable facilities) and that the EIR includes mitigation measures to reduce the

significant effects of the project to an acceptable level; and

WHEREAS, the significant effects of the second phase of the project will only be known in detail when an appropriate cable television system is designed by the tentative franchise holder for approval by the County of Sacramento, and other appropriate jurisdictions, and at such time the mitigation measures may need to be amended to reduce the significant effects to an acceptable level; and

WHEREAS, the Board of Supervisors seeks to insure that the mitigation measures generally described in the EIR for the second phase of the project shall be specifically included as requirements of the franchise holder as part of the offer to award the franchise;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Sacramento does hereby certify:

- that the EIR has been completed in compliance with CEQA and the State CEQA Guidelines;
- that the Board has reviewed and considered the information contained in the EIR prior to making a decision on the project.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Board of Supervisors hereby requires that the resolution offering the tentative franchise to be granted at the completion of stage one shall include a commitment by the franchisee to perform the mitigation measures identified in the EIR and those additional mitigation measures as subsequently identified by the Environmental Impact Section of the County of Sacramento to mitigate the significant

effects of the final design of the project.

AND, BE IT FURTHER RESOLVED that the Board of Supervisors hereby finds:

- that because the physical features, operational characteristics, and significant effects are only generally known at the first stage, there are no significant effects of the project identified in the EIR for the first stage of the project;
- that with the mitigation required by this resolution and identified by the EIR, the significant effects of the entire project have been mitigated to an acceptable level pursuant to CEQA, because changes and alterations have been required and incorporated into the project which mitigate or avoid the significant environmental effects of the project.

on a m	otion by Supervi	lsor	,	,,	secondec	і ру	
Supervisor, the foregoing resolution was passed							
and adopted by the Board of Supervisors of the County of Sacramento,							
State of Cal	ifornia, this	d	ay of	· 		_, 19_	_,
by the following vote, to wit:							
AYES:	Supervisors,		··			•	
NOES:	Supervisors,						
ABSENT:	Supervisors,				r	,	
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(SEAL)							
ATTEST:	<u> </u>		<u>.</u>			.*.	
	Clerk of the Board of Superv						

Dear elected officials,

Lee Amundsen 452-1395
RECEIVED

I realize my three minutes may be up, but won CITY Of LETE'S e Of The 30 seconds more?

CITY OF SACRAMENTO

Radio is important to virtually everyone in Sathanentd C59 mly-02 oday. Economically it is far more cost-effective than TV for both entertainment, education, and community access. The technology is in place and proven.

Of all the applicants, only United-Tribune has bid free universal FM so that the schools, community groups and organizations, and many thousands of individuals may communicate directly via radio knowing that every cable home in the county is probably a cable radio home.

United-Tribune's proposal is the only bid to divide the county into smaller communites served intimietely by their own access radio and TV facilities—if we are ever to grip on solving the problems of our communities and neighborhoods—it will be done first, and most effectively on the <u>local</u> level.

The approach taken by United Tribune does work- and what it can do for a small community is best demonstrated by KVMR in Nevada City.

But granting facilities does not guarentee that access will work- it is at once difficult and challenging to operate- but when working is rewarding beyond the ability of the written word to describe.

Over 90% of access production will be from individuals working independently of larger established groups. The bulk of access money should be reserved for this large number of users. Only United-Tribune has amply and enthusiastically provided for this. Greater Sacramento has given much to KVIE and the Educational consortium. Very little to the actual users of access. Warner has done better here, but still far below the levels required for a county of a million. Warner also is very up front about the priorty it gives the community access users. I beleive their priorities are somewhat confused and out of step with the real Sacramento. Cablevision has managed to design and bid a community access program that is little short of an insult to the whole community.

Cablevision's Mr. Dolan was correct when he siad Chicago had been divided into five parts- what he didn't tell you was that each part has up to 250,000 homes- almost as big as Sacramento- and he bid for two of them. Now he tell you electronic mail is the "main" reason for giving everyone an alpha-numeric keybord, not as we have been told here, a desire to bring the community into the space age. If "mail" is the only reason for River City Basic, I still have a phone and a mailman who comes by 6 days a week. Cablevison proposal is unnaceptable to this community not because it is innovative, but because it is inflexible, preclusive- and patently offensive to the thousands of us who must face the choice of an all-or-nothing-at-all cable option. Dolan didn't alter his offering in Chicago (which looks very much like United-Tribune's Sacramento proposal) because of the ineffectivness of computer-mail- he changed it because as a business man he mad@a grave mistake. A mistake he and 70 local community-minded investors still want Sacramento to make. If you must pick cablevision, then please do Sacramentan's the favor of having him substitute his Chicago bid for Sacramento. It's overall usefulness to the community would be far greater.

On the other hand, if you are also concerned about what kind of a neighbor the cable operator will be for the next 15 years— I can assure you that United-Tribuneis the peoples choice— ALL THE PEOPLE,

CABLE T.V.
Written testimony
from persons/aroups
scheduled to
testify on 9/22.

CORRANE
PRIMET DISTRIBUTED TO GOVER

TEN THEN THEY ALL BY THEIR

OFFICE DOORS

REPORT AND EVALUATION

CABLE AUDIO SERVICES AND COMMUNITY ACCESS RADIO IN SACRAMENTO

TABLE OF CONTENTS

page

- 1 THE ROLE OF RADIO IN COMMUNITY ACCESS
- 2 RADIO- THE NEXT 15 YEARS
- 4 CABLE RADIO IN SACRAMENTO A WORKING MODEL

SUMMARRIES AND EVALUATIONS

- 6 WARNER AMEX
 - 8 CABLEVISION
 - 9 GREATER SACRAMENTO CABLE '
 - 10 UNITED TRIBUNE CABLE
 - 13 CONCLUSIONS

IMDEX

- 14 FM CHANNEL CAPACITY AND RATE STRUCTURE
- 15 COMMUNITY USE PROGRAMMING ALLOCATIONS FOR FM ACCESS RADIO
- 16. FM INCOME PROJECTIONS

SUBMITTED BY

Lawrence Lee Amundsen 3730 1st Ave Sacramento, California telephone 452-1395

THE ROLE OF RADIO IN COMMUNITY ACCESS

While discussion of access to cable has focused largely around television, the future will increasingly include the options of access radio - a medium that is infinitely more cost effective than television and more capable of involving a very large number of volunteers in a medium that is, for the most part, easily mastered and immediately rewarding. Many will find it more confortable to produce radio programming where emphasis tends to be more on content and communication than on visual form that may be distracting or even uncomfortable for some.

Many, if not most, will eventually transfer their skills into the visual realm of television as their confidence and skill level increase.

Radio them, while a complete medium unto itself, is also the logical first step for many into community television.

Ideally, one would hope for the eventual integration of radio and television into a balanced media approach that develops the total individual.

Any access plan bid in Sacramento, to be ultimately successful and of the most value to the community, should approach access programming from the combined perspective of both television and radio.

For this reason, I have attempted to set down some criteria for judging the various proposals as they relate to radio generally, and access radio in particular. I will also make some projections, based on current technological developments, as to how one might logically expect that medium to develop during the 15 years of the franchise agreement.

RADIO - THE NEXT 15 YEARS

There are perhaps two major trends developing in radio today, and both promise major implications for cable. The first is the use of satullites (as in television) to deliver nationally syndicated material for broadcast stations. It's appeal is that it can deliver a "quality" product inexpensively to stations all over the country simultaneously with uniform results. Combined with automation, it can drastically reduce the expensive of operating a radio station. Formats range from those with a "broad-mass" appeal such as contemporary music to those targeting a more specific audience, such as jazz, blue grass, classical, or even religious. To date, there are probably 15 to 25 such audio services available, with 50 to 100 being on line by the time the Sacramento system comes on line. The fact that a cable system can economically carry a great number audio channels will undoubtedly promote the use of cable radio in The second of the second in th the near future. large untapped advertising market for cable systems that will be utilized as the number of FM subscribers increases.

While car radio listenship has long been vital to the success of AM radio stations, it has only just recently become a factor in FM listenership—a medium that originally built its audience on in-home quality stereo receivers. This, of necessity, will no doubt be the nucleus of cable radio listening initially. Additionally, development is currently underway in Sacramento of an FM wireless device, that when connected to a set receiving cable audio, would rebroadcast that program material to any other FM radio in or around the home. Cost of the unit would be in \$25 to \$50 range and would tremendously increase the usefulness and flexibility of cable radio. While cable, by nature, could not be received in a moving car, nothing would prevent an individual from taping special cable audio programs and playing them on the car stereo — a potential market waiting for someone to develop it.

The other trend evolving in radio is probably best typified by stations like KVIR FM in Nevada City, licensed to The American Victorian Museum and serving as a community-responsive voice for most of Nevada County and much of Northern California. It is "volunteer" radio that depends on its immediate community for most of its programming and financial support. Its format incorporates a wide variety of programs that are broadly reflective of the diverse and rich taste that is found in the area. Because of its "open door" policy, it includes programming from virtually every segment of the community, including senior citizens, childrens', political forums, religious, interviews and community dialogue, and musical offering, much of it live, of virtually every conceiveable type. While no station can be all things to all people, all the time, it does attempt to reach in a meaningful way every segment of the community somewhere in its programming each day.

And while some have said that Nevada City is unique somehow, its greatest asset is its ability to recognize the special talents and abilities of those that reside there. Sacramento is no less rich in human resources, although some of us may be operating under the delusion that we must somehow import "real" talent or creative people. Nothing could be further from the truth—there are literally thousands of gifted individuals in our Sacramento Area communities waiting for the opportunity to share their special talents—whether it's a mothers gift for communicating with children, a back yard gardners green thumb, or a musicians special touch with an instrument.

In a community such as Sacramento where there are few, if any, radio channels left, cable offers a unique opportunity to bring the fullest meaning to community radio by its ability to "narroweast" into any (or all) of the many distinct communities that are weven together throughout the County.

CABLE RADIO IN SACRAMENTO- A WORKING MODEL

Sacramento then, has a most unique opportunity to become perhaps the first community in the nation to develop a broadly based- and I emphasize broadlycommunity access program incorporating both television and radio in such a way as to fully utilize our incredible treasure of human resourses- both present and future. Also, something to keep in mind when allocating funds for community use facilities and resources, it has been my experience that while volunteer programmers for community radio (and I've been told for access TV as well) come virtually every type of non-profit entity, the overwhelming majority- over 90%- are individuals with special abilities and interests who are not specifically affiliated with an established non-profit group or organization. Another way of saying this is that hoverwhelming bulk of community use programming in Sacramento (or elsewhere for that matter) will be from groups or individuals other than those identified by traditional community needs ascertainment surveys. Community resource committments should reflect this. Because of the large number of satellite audio services coming on line, as well as the large number of other off-air signals to choose from, not even counting community generated programming, it is desirable, if not manditory, to design a cable radio package capable of carrying at least 80 audio channels. on two tiers. The first tier should include local and regional off-air signals. public access, and commercial access programming. This first FM tier should be included free with TV service for two reasons: first, to put cable radio access into enough homes to make it a worthwhile medium, and second, to reach a large enough audience to support advertising revenue on commercial access stations- a potentially lucrative business for the cable operator. The second tior could be a pay service, and include world band broadcasts, such as the BBC, Voice of America, Shortwave etc, as well as network TV audio, audio for premium TV channels, satallite services, etc.

A WORKING MODEL- cont.

Provisions should be made for both "broadcasting" - sending a program to all subscribers in the system, and for "narrowcasting" - sending a program out into a specific community or communities in the County. For example, a basketball game between Sacramento High and Luther Burbank could be narrowcast into an area roughly approximating their school boundries, or a debate of specific interest to a particular council or supervisorial district could be broadcast to just that area. In effect, depending on the design of the system, the same channel could be programmed differently in each of ten or twenty hubs or spokes within the entire system.

Radio studios should be available at all TV access centers, and ideally, spread throughout the community at different locations. If this isn't possible, then provisions should be made to allow groups to design and construct their own facilities— something reletively easy and inexpensive to do with radio—and plug into cable system.

This model, while simplicty itself in concept will accomplish several important things:

- 1. It will generate more money for the cable operator than a typical single tier fm model by creating a large FM audience that will generate considerable advertising revenue. Also, by creating a large and loyal FM audience on the first tier, a very large percentage will opt for the second pay FM tier.
- 2. It has the potential for actively involving many thousands of individuals in community programming that might not otherwise participate.
- 3. It will greatly enhance the effectivness of community programming generally by providing a steady source of new volunteers for TV production as radio programmers gain experience.
- 4. It will more than double the number of program sources available to cable subscribers at a cost that is miniscule compared to TV.
- 5. Because of the nature of many radio people, it is entirely likely that a successful cable radio network will increase the overall penetration rate for TV by at least 10% that could be as much \$100 million over 15 years.

WARNER AMEX has bid 23 audio channels at \$2.50 per month (available without TV for \$5.00- why would anyone pay \$5 for 23 FM channels when W/A provides 67 channels of TV for \$4.95? Is FM service meant to subsidize their TV service?). FM is available on Tier two, but not on tier one.

Warner Amex has chosen not to include local FM stations in their service. including KXFR at CSU3 which currently has reception problems in many parts of the county and city. The channels they do carry include a good mix of variously formatted stations from the Bay Area, classical WFMT from Chicago, several satellite services, three channels of compositie shortwave offerings (considered a good feature) as well as enhanced audio for their premium pay services. They also include four channels for KXFR's locally programmed formats for which they also include grant money.

Warner Amex predicts a 5% system penetration of FM services, or a total of 27,096 homes out of a projected 456,000 homes in the county by year 15 of the franchise. If their projection is correct, it would mean that at best, less than 30,000 home in the county would receive KXPR's four channels or the one access channel they are bidding, and funding. As bid, community programming on FM will fail for lack of audience and any money spent on it will be essentially wasted, as will be the time and energy spent by potential programmers. Isn't it the height of absurdity to say you will place your community TV access on lower tiers where they will be available to the greatest audience but not think it is necessary to do the same for community programming on FM? All things being equal, the potential for number of hours of programming for radio is much greater than for television. Why then the great disparity in treatment?

WARNER AMEX

Marketing strategy and positioning is generally regarded in the cable industry as one of Warner Amex's stronger points. They, like other compainies, have found that by offering lower rates on their basic service tiers, can increase dramitically their subscriber base and consequently move them into more lucrative pay service— NEO being just one case in point. They are now also finding that the larger subscriber base is fast becoming valuable as a vehicle for advertising. In fact, in response to questions from CTIC, Warner Amex observes that in the past advertising on cable average \$2 per viewer per year, but is projected by many analysts to range between \$15 and \$40 per viewer by 1990.

Considering their appraisal of future TV advertising on cable. I find it puzzeling that they have not yet applied the same logic to FM where the potential may not be as great as TV, but is still certainly substantial by anyone's standards.

By providing two tiers of FM service, the first one included free in the Basic TV package, they would immediately build up a very large cable FM audience that not only would make access radio successful, but also create a strong base to attract advertising support for FM audio services. Premium audio services could be offered on a second FM tier making up for any revenue that might have been lost by making the first FM service free. The result would be a very healthy, competitive, financially lucrative audio service generating millions of dollars of income as opposed to the basically skimpy service proposed for Sacramento by Warner Amex that they project would impact less than 5% of the market. If I were chairman of the board at Warner Amex, I think I know which model I would choose.

CABLEVISION offers 42 channels of FM audio services for \$2.50 per month, plus a \$15 installation. It is not available to Lifeline (low income) subscribers, nor apparently as a separate service for those not wanting TV service. Cablevision's mix of 42 channels includes local FM stations, several Bay Area stations including 5 educational stations, and also Novada City's community access KVMR. They also include 4 channels for KXFR, as well as audio for their "Premium"

TV'services. They do not include audio for local television or "world band" services such as the BBC, Voice of America, etc., the addition of which would help round out what is basicly a good mix of audio services.

Cablevision has bid one FM access studio and says that the same philosophy for access TV extends to radio that is to say, as one channel is fully programmed, another would be made available. They also say that their remote vans could be used for audio programming.

In order to receive FM cable service from Cablevision, one would have to subscribe to River City Basic for \$19.50 plus the \$2.50 charge, or \$22.00 per month- plus the standard \$50 installation plus another \$15 installation for the FM connection. This seems high when compared to United/Tribune's second tier cost of \$5.95 which includes 68 TV channels plus 42 channels of FM. Although Cablevison has a good mix of audio services, it's very high actual cost will seriously hamper the number of subscribers and effectively discourage the effectivness of KXPR's four channels as well as any FM access programming generally.

Because of an unrealistic pricing and tier structure that will preclude a very large segment of Sacramento's population from subscribing, I must find CANLEVISIONS! FM audio package totally unnacceptable as bid.

C. 194

SUMMARIES AND EVALUATIONS

GREATER SACRAMENTO COUNTY CABLE offers 40 FM channels for \$2.50.

available on all tiers or as a separate service. Installation is

\$10 with TV, or \$30 if added later or without TV. \$30 seems a little
high for installation and may discourage some potential subscribers.

GSC has a fairly good mix of awdio services including local FM, TV

network audio, a weather channel. WFMT from Chicago, the BBC, Voice of

America, premium TV audio, as well as four channels for KXPR and a substantial
grant to operate them. Unfortionately, like Warner Amex and Cablevision,

their decision to charge for FM will limit the usefulness of the money they
grant to KXFR and public access by severely limiting the number of FM
subscribers.

I recommend adding a second tier of FM service and making the first tier free to increase their penetration and thus their potential for future advertising revenue. This will optimize their committment to communty programming by providing a larger audience while enhancing their opportunities for generating revenue from FM.

Like Warner Amex and Cablevision, Greater Sacramento has bid only one channel and one studio for access FM, which I would consider totally inadequate for a community of over a million people by year 15 of the franchise. At a minimum, each company should provide additional FM channel space (if not studios) so that community groups can develop radio programs of their own and plug into the cable system.

As bid, Greater Sacramento's FM audio service is unnacceptable and should be modified in accordance with models contained elsewhere in this report.

UNITED TRIBUTE CABLE has bid 84 channels of FM audio services on two tiers, the first tier of 42 offered free to subscribers of TV tiers two and three, and as an \$1 option on TV tier one. Deluxe FM service includes another 42 audio channels available to all subscribers for \$2.50. Installation is free with a TV hookup, \$20 if separate.

The net effect of United-Tribune's pricing structure will be to make almost all TV cable homes in the city and county cable radio homes as well. This will virtually double the number of entertainment, cultural, educational, and community services available to Sacramento at a very low cost, while at the same time adding a new and exciting dimension to community access.

FM Tier one includes 29 local and regional off-air FM signals, 2 local commercial access channels, 6 access channels for the public, college, high school, military, ethnic, as well as three for KXFR. Deluxe FM includes 12 more off-air signals, network audio, classical WFMT from Chicago, 11 premium TV audio services, satelite and shortwave signals, stereo simalcast for L/O television, and a fourth channel for KXPR. The KXPR channels seem well funded and money is included for equipment replacement.

Because United Tribune's basic FM package will be available free to most

TV subscribers, it will gain a very high penetration ratio thus enhancing

considerably the potential audience for KXTR's programming as well as

community access generally. (I would recommend that KXPR's fourth channel,

FROM

classical, be moved the Deluxe to Basic FM tier.)

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FROM

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UNITED TRIBUNE CABLE cont.

Of all the applicants, only United Tribune seems to appreicate the unique role radio plays in the life of virtually every Sacramentan. and also the relationship of community radio to community TV. As indicated earlier, and as demonstrated daily by KVMR FM in Nevada City, radio is a medium easily mastered by a great many people and which can be produced at a reletively low cost-typically less than 10% of that required for television. It is an excellent vehicle for tying together the many and varied aspects of a community. United Tribunes neighborhood concept for the first time makes nieghborhood radio (and TV for that matter) a very real possibility that could help unify our various communities in ways that were thought impossible until now. For example, Nevada City's KWM, serving an immediate population of less than 15,000 people has brought together all elements of its community through the medium of radio, including its cultural and artistic community, the schools, children, senior citizens, and an incredible variety of talented and giving individuals. It has given new meaning to the concept of community and been a catalystasharing. The same potential exists in Sacramento, whether in Oak Park, Rancho Cordova, or Carmichael. The true definition of interactive cable should be the interaction it promotes between people within our community. Make no mistake of it, the computer age will arrive soon enough, with little or no prompting your part, but given the nature of legislation pending in a comprehensive community use congress and already passed in California, proposal of the scope and magnatude of that bid in Sacramento by United Tribune happens only once, if at all.

As bid. <u>UNITED TRIBUNES</u> radio proposal will enhance the variety of services available to cable subscribers generally as well as increase the effectiveness of their community resource program in particular.

CONCLUSIONS:

As bid, the community access features for radio proposed by Greater Sacramento, Warner Amex and Cablevision will probably suffer from low FM penetration (and revenues) in the early years of the franchise. Their committment of studio space, channel capacity, and funding is also low. Serious consideration must be given to renogiating the FM apsects of their bids if the City and County of Sacramento are to have a truly state of the art FM cable facility and the advantages of a well integrated, accessable, effective community radio resource. Also, in as much as the FM model contained in this report— and as substantially proposed by United Tribune could conceiveably generate an additional \$150 million dollars over the life of the franchise, the city and county could forfiet as much as \$7\frac{1}{2}\$ million dollars in franchise fees.

In my opinion, as bid, the proposal of United Tribune Cable is state of the art in all respects relating to cable radio and would definetely be an asset to virtually the entire community.

INDEX_A

FM CHARRIEL CAPACITY AND RATE STRUCTURE

UNITED TRIBUNE CABLE OF SACRAMENTO

84 channels of audio services on two tiers

Tier one- 42 channels, <u>free</u> on TV tiers two and three, \$1 on TV tier one

Deluxe FM, 84 audio channels, \$2.50, <u>available on all tiers</u>

No installation charge with TV hookup, otherwise \$20

WARNER AMEX

23 channels of audio service on one tier
\$2.50 plus \$10 installation with TV hockup

not available on TV tier one
\$5.00 per month plus \$20 installation without TV

GREATER SACRAMENTO CABLE

\$2.50 plus \$10 installation with TV hookup
\$30 installation fee without TV, or if added later

CABLEVISION OF SACRAMENTO

42 channels of audio service

\$2.50 plus \$15 installation

not available as an option for Lifeline subscribers

NOTE To get FM service from Cablevision, one would have to subscribe to River City Basic for 19.50 (plus \$50 installation) plus \$2.50, 2000, / . 2 for a minimum of \$22 monthly for the privilege of having FM cable

1. 1

NEEK B		COMMUNITY USE FROGRAMMING ALLOCATIONS FOR FM ACCESS RADIO					
		UNITED TRIBUNE CABLE	WARNER AMEX	GREATER SACRAMENTO	CABLEVISION		
HAMELS ALLOCATED	٠.,	6- 2 public access 1 high school 1 college 1 ethnic 1 military	1-public access	1- public access	none listed in spectrum chart- 1 public access committed orally		
IVER OF RADIO		10- spread through- out community at each of their access centers	1	1	1		
RAINER CLASSES		Yes, begining and advanced	not mentioned	not mentioned	not mentioned		

FM INCOME PROJECTIONS

INDEX C

POTENTIAL INCOME FROM FM WOULD VARY WIDELY DEPENDING ON HOW SERVICE WAS STRUCTURED—THESE TWO MODELS SHOULD DEMONSTRATE THE DIFFERENCE:

(estimates based on 250,000 cable homes in year ton)

MODEL ONE One level of FM with a total of 40 audio services, 25% penetration of FM, or 62,500 home at \$2.50 per month for an income projection of \$1,875,000 per year. There would be little or no advertising revenue with so few home.

MODEL TWO

TWO LEVELS OF FM- 80 AUDIO SERVICES TOTAL, FIRST TIER FREE, SECOND TIER \$2.50

By making the first FM tier free, FM service would automatically become available to 250,000 homes. By programming a mix of community channels, local off air stations, and 15 locally originated commercial channels it would be a very attractive free radio resource. The 15 locally originated commercial channels could each support 6 to 12 commercial units per hour (18 hours daily) at a charge of from \$5 to \$10 per commercial unit. Programmed 365 per year, gross commercial income from the free FM tier would range from four to eight million per year.

ACTUAL PROJECTED INCOME FROM LEVEL ONE: \$6,000,000 PER YEAR

SECOND FM TIFE \$2.50 monthly - would contain another 15 regional off air signals, and up to 25 channels of satellite services, TV audio, world band radio, BBC, Voice of America, Weather Information, etc.

Minimum penetration would 25 per cent. or 62,500 subscribers at \$2.50 per month for a yearly income of \$1,875,000.

(in actuality, because FM would be so thoroughly developed and accepted in the community with this model, actual second level penetration would probably be at least 50% of cable subscribers)

ACTUAL PROJECTED INCOME FROM LEVEL TWO: \$1.875,000

Total income from levels one and two: \$7,788,000 yearly

NOTE There is a possible addittional source of income inherant in model two. In any given community, there is a fixed percentage of people who are not interested in television as such. It is likely that some of these people would be attracted to the radio aspects of cable- if well developed- and also to the community use aspects of model two which has the potential for involving a great many people, both in production, and as listeners. Using radio as a medium to bring this non-TV segment into the cable system could eventually increase everall penetration by perhaps 5% to 10%- or \$75,000,000 to \$150,000,000 in added income for the operator over the life of the franchise. As bid, only UNITED TRIBUTE has that extra potential income built into their proposal.

Wesley United Methodist Church

5010 FIFTEENTH AVENUE' SACRAMENTO, CALIF, 95820

UNITED METHODIST REPRESENTATIVE

My name is Jack Wylie. I am the minister of Wesley United Methodist Church and coordinator of the Interfaith Service Bureau's Mass Media Department. My credentials also include certification as a professional Christian Communicator by the United Methodist Church National Department of Communication.

My denomination has had continuing interest in the development of telecommunications, producing programs through the years that have been used by network and cable TV stations. The media has been integrated into the spiritual, educational and witnessing outreach for millions of followers of John Wesley.

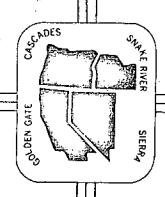
The Methodist tradition of identifying personal and social issues, clearly enters into our concern that the Sacramento cable system provide sufficient air time to address such needs. What can well be prophecied as an invasion of programs from the outside needs to be varied by local productions and selections by special interest groups. Local activities of every description need to be telecast into viewers! homes to inform, educate and encourage community involvement. Sacramento organizations need to have a part in the planning, preparation and selection of actual programs and interaction presentations.

In my own eleven years of public service productions for the Mass Media Department I have found many persons willing to participate in our weekly programs. Such involvement and expertise will be a part of the extensive resources offered by the Religious Coalition, which United Methodist Church members have actively supported.

Wesley United Methodist Church

SOIO FIFTEENTH AVENUE SACRAMENTO, CALIF, 95820

I urge selection of that company, in which we as citizens of this community will have a productive involvement.



SYNOD OF THE PACIFIC

The United Presbyterian Church in the United States of America

Central Office San Francisco, California

SIERRA MISSION AREA 2431 H Street, Sacramento, CA.95816 (916)446-7761

September 16, 1982

TO: William Freeman

Re: Public Hearings

The United Presbyterian Church has always been vitally interested in and concerned about the outreach of the church via radio and television. Most of the efforts in recent years have been accomplished through ecumenical and cooperative ventures such as the Religious Coalition for Cable television here in Sacramento. Nationally, we have participated in the Commission for Broadcasting of the National Council of Churches and Religious Public Relations Council, Inc.

Presently, our denomination is producing several religious television programs which are distributed to Cable television stations by way of satellite. However, none of these are being viewed in this area at the present moment. The opportunity afforded in a religious channel as provided in several of the Cable proposals, would directly affect not only the possibility but the opportunity for future programming.

In addition, the Synod of the Pacific, which is the geographic area in which the Presbytery of Sacramento functions, has established a Mass Media Task Force which both provides resources and develops programs that can be used on Cable systems.

Further, we support financially and personally the Mass Media Department of the Interfaith Service Bureau through mission funds of the Presbytery and through a special grant and were supportive in the establishment of the Religious Coalition for Cable Television. John Hindman, Chairperson of the Mass Media Task Force and Dr. Richard Wylie, Consultant for Support and Communications of the Synod of the Pacific have both been very active in the deliberations. Patricia Hutchison of the Religious Coalition is the wife of the senior pastor at Westminster Presbyterian Church and is an active United Presbyterian layperson. In 1981 she was special consultant to this office for Mass Media and continues to resource the denomination in a variety of ways.

William Freeman September 16, 1982 Page 2

We shall continue to affirm the place of Religious Coalition for Cable Television and participate actively in future program development.

The Rev. Walter Link, pastor of the Faith United Presbyterian Church and Stated Clerk of the Presbytery of Sacramento, will speak on behalf of the United Presbyterian Churches. This represents 38 congregations with a constituency of nearly 15,000.

MEMORANDUM

TO: BILL FREEMAN

FROM: HELENE A. WINNICK, JEWISH FEDERATION OF SACRAMENTO

DATE: SEPTEMBER 17,1982

RE: CABLE TELEVISION HEARING TESTIMONY SUMMARY

The Sacramento Jewish Community now numbers over 10,000. The Jewish Federation of Sacramento has developed a network of organizations to address the needs and feelings of the Jewish Community. We have been participating in the cable television franchising process on several levels. The Federation represents more than strictly religious concerns of the Jewish community. In addition to the concerns over religions programming, the jewish community has a wealth of educational, historical, political and cultural programming potential.

Each of the areas outlined above are considered to be of great importance in determining the award of a cable franchise. To these ends, the Federation has actively participated in the educational and religious cable television consortiums during the past several months. Because the programming needs and interests of the Jewish community cannot be confined to one area,

it is important to consider the ability and willingness of the cable operators to insure equal access for those groups whose needs go beyond the scope. of the religious channel. The extensive amount of programming potential on the local level is also supplemented by the programming available throught the Jewish Television Network. As the subject matter of these programs cover/many channels, the ability of the cable operator to provide equal access time is of paramount importance.

In reference to the religious channels which have been proposed by the operators, it is essential for the Board of Supervisors and the City Council to carefully examine the channel proposals in light of which proposal will best serve the needs of the entire community., and will insure equal access for all denominations. The Federation looks forward to participating in the development of quality religious cable programming for Sacramento.

The Federation recognizes the importance of cable television in the Sacramento Community and it is for that reason that we have taken an active part in reviewing the proposed systems. In the interest of both the Jewish community and all of Sacramento, we respectfully request that your decision

in granting the Sacramento cable franchise reflect the ability for equal access by all members of the community.

City & County of Sacramento CABLE TELEVISION HEARINGS

Presentation by James J. West, President of Sacramento Amateur Radio Club

1. To become an amateur radio operator, I attended about 50 hours of instruction at a local adult education class. The classes included learning morse code, theory and operation of radio equipment, federal rules and laws governing radio communications.

I later travelled to the San Francisco FCC Office to take my code test, and FCC written examination.

About a year later I returned to the San Francisco
FCC Office and up graded my license to general. This allowed me to use more radio frequencies and increased my power authorization from 250 watts, to 1000 watts.

- 2. The amateur radio service and cable television share common frequencies. As we move four or five years down the road, a cooperative attitude will be needed between Hams and cable TV. Currently shared frequencies concerns are minimal, but should not be ignored if there are future problems.
- 3. A major area of concern is Radio Frequency Interference, sometimes referred to as RFI. We as Hams can be impacted by high powered equipment which can de-sense the receiver of a repeater station. What happens is that the antenna of the repeater is overpowered by a strong signal. This prevents the repeater station from receiving and retransmitting information.

- 4. Similar to RFI, is the problem Hams refer to as inter-mode. This is essentially the contamination of a retransmitted signal. When this happens, noise or occassional words from the companion service are superimposed into our efforts to carry on a two way radio conversation. This sometimes renders a repeater station useless for two way communications.
- 5. Many electronic devices can be interfaced into a cable system. For many years the telephone company would not allow any piece of equipment to be attached to a telephone line unless it was built by Western Electric Company. This is no longer true. Now if the device is compatible, you have a right to attach such items as an automatic dialing alarm device, an answering machine, or if you choose, a privately purchased french style telephone.
- 6. It is my hope that the amateur radio service operators will be allowed some lattitude in participating in the institutional network in using their amateur radio and TV equipment within this network.
- 7. California is a disaster prone State. Dangers face us on many fwonts. We have an annual problem in this State in the form of forest fires, in 1905 San Francisco was hit by a major earthquake, Sacramento has had a long history of flooding, we have a nuclear power station in our backyard, a railroad accident near Roseville literally wiped the City of Antelope off the map, at Executive airport a jet aircraft killed over twenty people. Hams have always responded in time of need. In this respect, we would like to become involved in any cable effort to interconnect emergency communications equipment with the government.

8. I view the cable television as three levels of service:

1st as an entertainment system, and not as an all purpose computer system.

2nd as a tool to learn, and exchange information.

3rd as an access device to those commercial services which I choose to buy, in terms of my needs and what I am willing to pay for a service.

9. As I look at the basic issues of the four cable TV franchise proposals, I conclude only one company will provide me with the majority of services I would like, at a fair subscription price of around ten dollars. With this in mind, I have concluded that if United-Tribune Cable is able to carry out the commitments made in their franchise proposal, they will set a new standard of excellence for the cable industry.

Ladies and gentlemen of the board, the choice is yours. Thank you for your attention. Are there any questions.

Prelimary Outline

CABLE TELEVISION HEARINGS Sacramento City & County

1. FCC Requirement for Amateur Service License

Amateurs must demonstrate ability to receive morse code, and take an FCC written examination on federal rules, operating procedures, concepts of equipment design and operation. There are five licenses: Novice, Technician, General, Advanced, and Extra Class. As an operator advances his skill and passes an examinations, he is allowed to use a wider variety of radio equipment, and radio frequencies.

- 2. Shared radio/television frequencies.
- 3. Radio Frequency Interference (RFI)
- 4. Potential Repeater Interference Problems
- 5. Interface of privately owned compatible equipment on the cable system

Radio transmitters, TV video transmitters, Computer or Teletype equipment, assorted electronic mail and paging devices.

- Public Service Cable
 - a. Art, Health, Education, Religion, Special interest groups
 - b. Disaster prepardness and Emergency Communication
- 7. Levels of Service
 - 1. One way entertainment
 - 2. Two way education, and other community service formats.
 - 3. Two way commercial applications: Computer services, banking, message services, medical/fire/police alarms, etc.

7. Basic issues:

- a. Fifteen key pad, vs. standard 70 key terminel board.
- b. Single source cable computer, vs. plug in computer designed to handle specialized programs (banking, accounting, engineering, science concepts, etc).
- c. Sole source cable accessories, vs. private purchase and connection of compatible accessories.
- d. One way cable or limited two way communications, vs. diversified two way communications capablity.
- e. Cost/benefit ratio that a subscriber can expect from the cable service.

James J. West, President Sacramento Amateur Radio Club

James J. West

- James J. West, President of the Sacramento Amateur Radio Club Home phone: 991-3235; General Amateur License/N6AAD
- Employed by State of California, Caltrans/Highway Accident Coding Unit, 1120 N Street, Sacramento, 445-7639
- Formerly served (1956-1960), in the U.S. Air Force as a Radio Traffic Analyst
- Member of Sacramento County Joint Chambers-of-Commerce
 Association
- President of Rio Linda-Elverta Chamber of Commerce 991-5505
- Member of Rio Linda-Elverta Community Development Block Grant (CDBG), Target Area Committee

NOTE: No financial affiliation, or financial interest in any company, or group of individuals that own a Cable TV facility.

REPEATER DIRECTORY



The American Radio Relay League Newington, CT 06111

29.5 - 29.7 MHz

Location	Input	Output	Cell	Notes	Sponsor	Source	Date
CALIFORNIA		•	•	-			•
Monterey Peninsula	29.62	29.52	N6AHW	O PL100 B175	O NGAHW/WGSIL	N6AHW	8/79
M1. Wilson Newbury Park Palos Verdes Sierra Madre	29.54 29.58 29.58 29.52	29.64 29.68 29.68 29.62	WRSAAK WBSWGE WRSAQS WRSBDG	O PL107.2 O A L O PL107.2 O PL107.2	W86WGE	SCRRBA WB6WGE SCRRBA SCRRBA	10/80 1/80 10/80 10/80
52 — 54 M	Hz						

Location	Input	Output	Call	Notes	Spontor	Source	DETE
CALIFORNIA					•		
LOS ANGELES Baldwin Hills Johnstone Peak Mount Wilson	52.90 52.76 52.76	52.68 52.525 52.525	WR6AOR WR6AAJ WR6AAK	Ö 0 0		SCRRBA SCRRBA SCRRBA	10/80 10/80 10/80

144.5 - 148 MHz

Location	Input	Output	Call	Notes	Sponsor	Source	Date
SACRAMENTO			-	-	•		
Carpenter Ridge	148.01	146.61	WR6ACW	O PL136.5	SHARP & KBAUU	NARC	8/80
Folsom	146.04	146.64	WAGJUF	OAL	WAGJUF	WA6JUF	11/80
Sacramento	144.59	145.19	KBIS	0	N. Hitts RC	W6DZ	8/80
Sacramento	148.19	146,79	WR6ADU	0	RAMS	NARC	8/80
Sacramento	148.31	146.91	WR6AEN	0	Amateur Emgy Net	NARC	8/80
Sacramento	147.90	147.30	WR6AGK	0	J.I. Sabin Pioneer RC	NARC	8/80
Sacramento	147.99	147.39	WR6AQZ	OPLA	STAR	NARC	8/80
Sacramento Hill ,			W6GSO	0	El Dorado ARC	NARC	8/80
Sunset Whitney	145.025	146.625	WRSAQM	O PL	Sunset Whitney RC	NARC	8/60

220.5 - 225 MHz

Location	input	Output Call	Notes	Sponsor	Source	Date
SACRAMENTO Sacramento Sacramento	223.10 223.18		0 L	N. Hills Radio Club, Inc	W6YE W6DZ	9/80 9/80

442 - 450 MHz

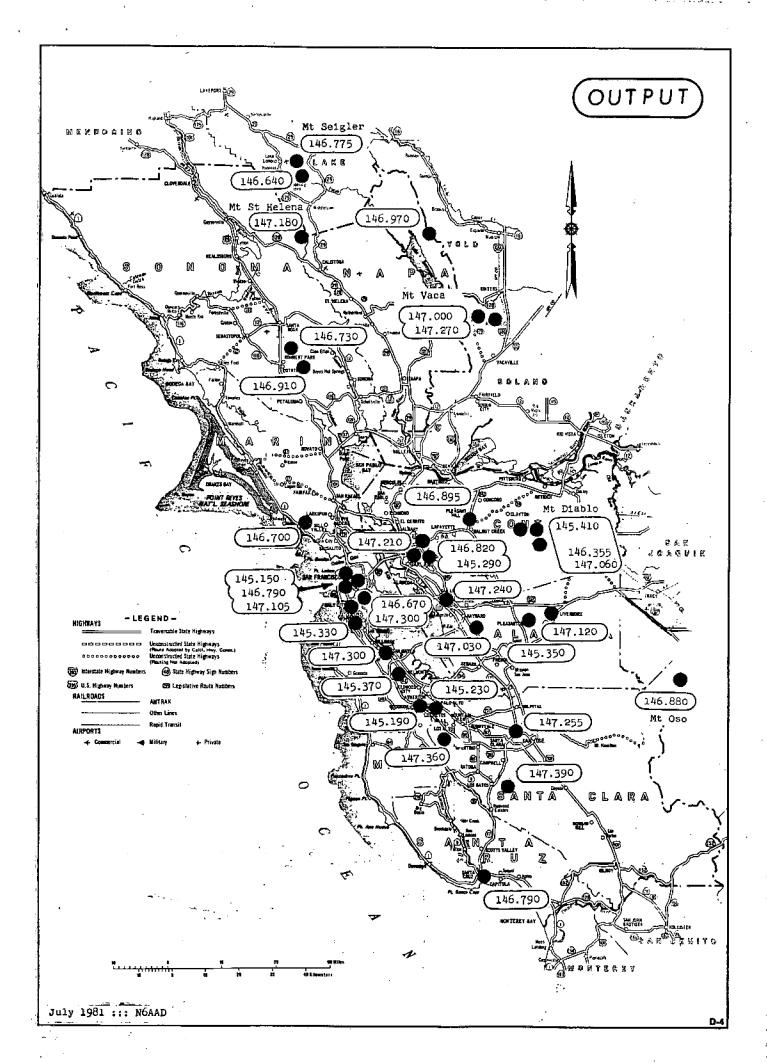
Location	. Input	Output	Call	Notes	Sponsor	 Source	Dete
SACRAMENTO Sacramento Woodland	447.55 449.10		WRSAEN WRSABX	8	BARK	K6QIF KA6AVC	10/79 9/80

Amateur Television (ATV)

Location	Input	Output	Cell	Notes	Sponsor	Source	Date
CALIFORNIA			•	•			
Johnstone Peak Monterey Peninsu Oakland	434.00 la 439.25 439.25	427.25	W6ORG N6AHW W6NKF		NSAHW & WSSIL Contra Costa ATV Soc.	SCRRBA N6AHW W8NKF	10/80 8/79 2/80

1215 MHZ & Above

Location	Input	Output Call	Notes	Sponsor	Source	Date
CALIFORNIA Ventura	1296 1	0 1285.40 WAREJO	o .	OLBBAW	MARE IO	
	-200.	a income attended a	_	MUCJU	WASEJO	11/80



FRERGARY 19. 1981.
This listing is wullished as a service to the smarteur community by the Morthern Amateur Reimy Council. saxuned complete and accurate as of FERRUARY 18. 1981
All Chanses or corrections should be directed to the two meter coordinator. 174 N į d . . .

NOTE

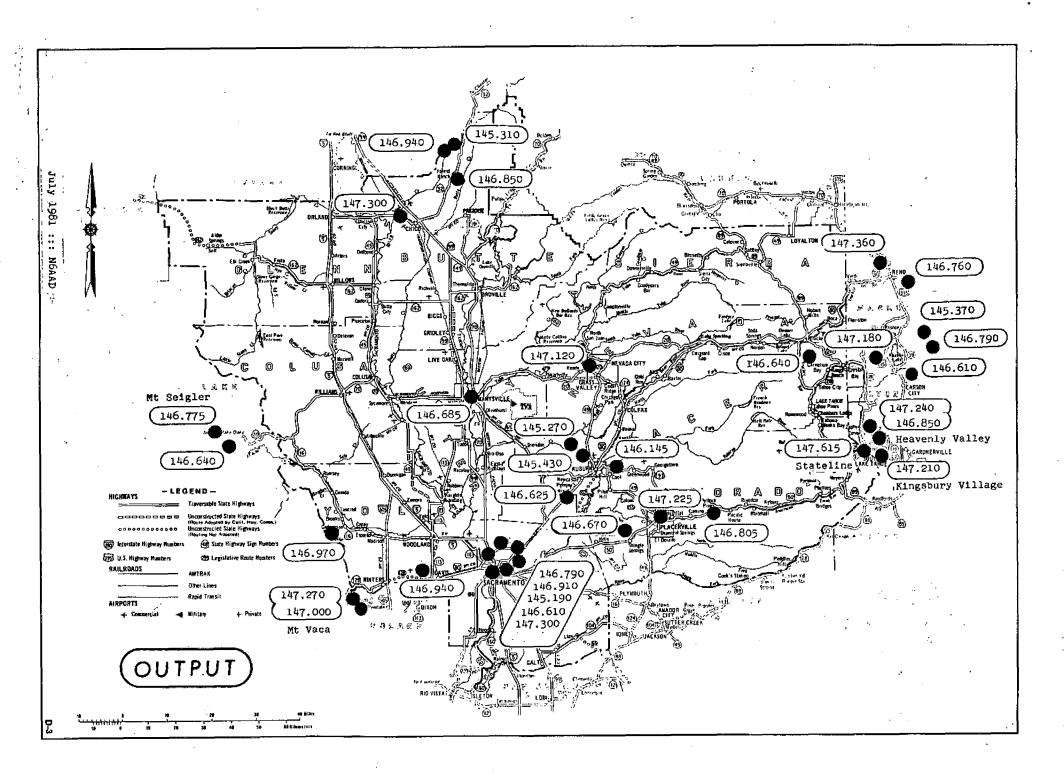
ALL COORDINATION ACTIVITY IS BASED ON THE INFORMATION IN THIS LIST.

MARC issues "sanctions" to signify approval of a smettific use of a frequency by an individual or amateur organization. A sanction indicates that the frequency coordinator has recommended it dissenting opinions have had an opportunity to be heard; and the MARF beneficion the repeater from a smedific location, frequency and coverates and void the sanction. Six anoths of inactivity will also void the sanction. Any change, of the accountion does not equarantee exclusive use of a frequency. A sanction does not equarantee exclusive use of a frequency. A sanction does indicate that a degree of coordination that is received the sanction.

Incoordinated to minimize receive in a largificate for frequency coordination must accept that there are no bight level frequencies left.

The notation URA indicates that the information is not available to NARC or is unverified. The listing of a regester does had same exerctioning or coordination. All known regesters are listed for coordination purposes only.

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(47.39 269 BALD HOUNTAIN WREAUD	147.39	147_39 052 SACRIMENTO WR6A02	147.36 439 VISALIA WRASK	147.345 * * * * * * * * * * * * * * * * * * *	7.93 147.33 432 JOAGUIN RIDGE MATTY SO VALLET 7.93 147.33 510 WILLETS CAUTEN DITTY OF A DESERT SPITT	147.33 050 HARIN KAGAE	147.315 UMK PALO ALTO WB6SFT	147.30 273	147.30 049 SACRAMENTO WROAGK	147-30 274 BURLINGAME MILLS WESVIS	147.30 274 SAN MATED WB6VIG	147.27 434 JUNE LAKE 147.285 UNK HALF MOON BAY MB6ASD	147.27 047 HT VACA NAMEX SE	147,255 UNX E. SAN JUSE HOEST	147. 24 UNK	147, 24 348 SAN LEANDRO WREADN	147, 21 430 SI	147,21 GEO CHALMAN VILLAGE MEZANN	147.195 044 COMEX PARK WASHER	147.18 UNK EUREKA MEAK WRZACH 147.18 UNK EUREKA	147.16 043 DEALECOD PEAK MRSARD	147.160 040 MT. TION MACAUX	147,15 041 27 DESCRIPT MR6ART MR6ART	147.12 428 HARRIS GRADE HRGAVI CEL	147.12 266 BEN LOMOND WR6ADK	147.10 040 CARSO CARLES	147 17 DUE TRIMAD ENGARE	147.09 375 MY PATRICIA	147.09 UNI PERBLE BEACH KD6F1 T	147. PA 037 RELMONT WRAABY SE	147,075 (27 P1025677 F147,075 (27 F147)	147.05 013 BLAND WRAAKS S	AND THE CASE OF TH	147.03 326 GUALALA KAPB B	ROUND HOUNTAIN WASERL S.	147.015 OT FRESHOVE	PALE ESCRITO MBOSAT	GRAM PEH: KAPSU SU VALLEY	5	LAT TOR SOT LARBOUR STORY	6.050 140.350 320 MT. DIABLO WEAVE CONTRA COSTA 6.050 140.355 320 MT. DIABLO WEAVE CONTRA COSTA 6.050 140.355 320 MT. DIABLO WEAVE SOUTH SP BAY	TOURS HIT WACAGO	DAY ROWNERDY	030 BERRYESSA PERK WR6ABX	421 BISHOP WROALD	S44 PRONTEREY MACHINE PO	419 COMMAY SUMMAT MESSACH #	176 SOLONON PERK ERGASH GAN		S LWY: SAN MATER . LIGHTE ST	F 1711
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GENERAL!

2 METER SIMPLEX recommended frequency use.

CALLING

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OFF ROAD! 146.46 147.45 REMOTE BASE! 147.57 AIRBORNE:

Autopatch:

145.475 146.805 146.910 Citrus Hgts Sacramento Pollock Pines

2 meter coordinators

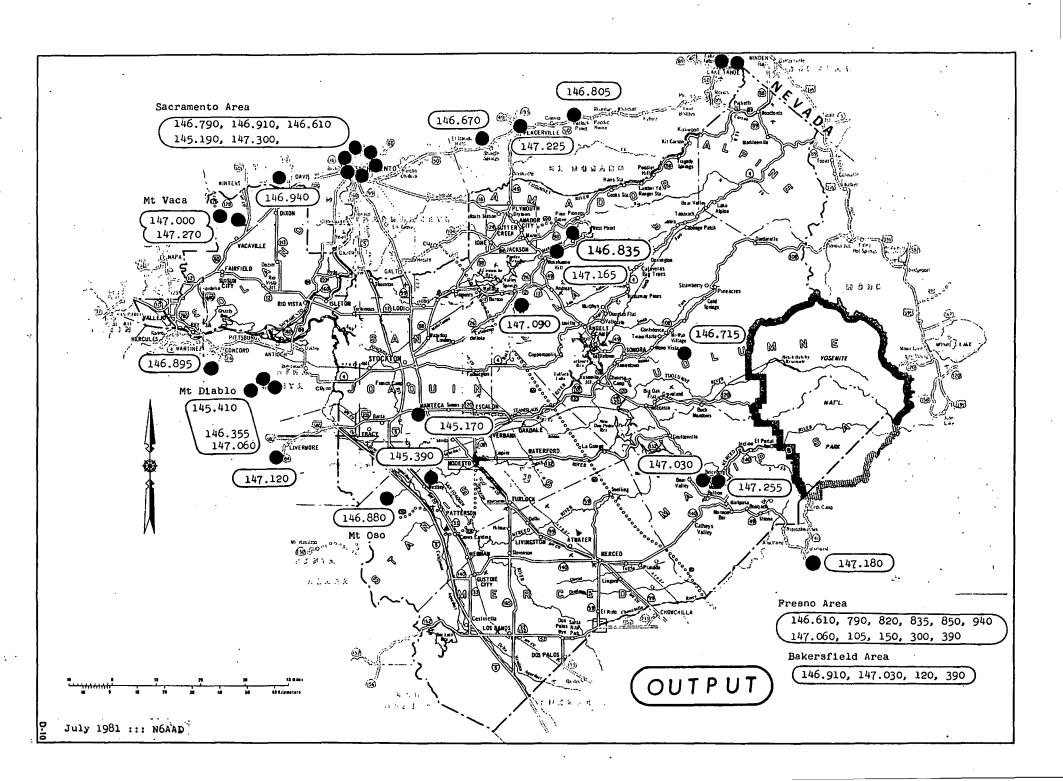
HIN BENDER, McANN

1075 MESCAL

1075 MESCAL

SEASIDE, Ca., 93955

OR BETHEEN 8100 PM TO 10100 PM TO 6100 PM TO



FORWARD TO: Jim West, N6AAD, 6110 Mateo Ct, Rio Linda, CA 95673 INPUT FREQUENCY/Repeater OUTPUT FREQUENCY/Repeater COUNTY/Location of Repeater CITY/Nearest to repeater site MILES/From site to nearest city DEGREES/From site to nearest city REPEATER SANCTION NUMBER & YEAR CONTROL/Licensee Callsign CALLSIGN/Of repeater SPONSOR/or club affiliation HIGH or LOW LEVEL ELEVATION (Above sea level) If on Mountain/NAME OF MOUNTAIN ACCESS: No Yes Yes No OP Open CL Closed C Carrier A .. Autopatch RTTY .. Teletype L Link PL .. Subaudible Unk .. Unknown

ASCII .. Computer

T ... Toneburst

SACRAMENTO AND VICINITY NET SCHEDULE AS OF JUNE 3 1982:

KROY 97 MHz	1240 KHz	450.350	MHz 4	47 - 6397	DATLY
KFBK 1	570 KH2	455.800	MHz 9	24-3222	8:00 AK - SKYWARN HET - 147.72/147.12 - WEATHER
	320 KHz	161.730	=	41-5272	NOON HE - SACRAMENTO VALLEY NOON HET - 146.31/146.91 & 447.80/442.80 - EMERGENCY & PUBLIC SERVICE (SACRAMENTO AMATEUR RADIO CLUB) <222.50/224.10 LINKED HONITOR ONLY)
County Fire Net City Fire Net	154.28, 153.		9 MHz	363-6551 449-5252	MONDAY 7:30 PM - GOLDEN BEAR CHAPTER OF 10-10 INTERNATIONAL - 28.610 MHZ 55B
Citrus Heights	460.575 &	154.19 MHz		726-2433	- CENTRAL VALLEY WHF FM CLUB - 146.28/146.88 - SWAP MEF FOLLOWS (SEE ALSO 8:30 220)
Calif Hwy Patrol	Gold Blue Green	42,120 M 42,200 42,180 42,340 42,240	Mz · 91	6 445-2211	- LAKE COUNTY MET - 147.78/147.18 - YUBA-SUTTER AMATEUR RADIO CLUB - 146.085/146.685 8:00 PM - JOHN 1. SABIN PIONEER RADIO CLUB - 147.90/147.30 & 449.05/444.05 - WESTLINK BROADCAST 8:15 PM - AMATEUR EMERGENCY NET - 146.31/146.91 & 447.80/442.80 - WESTLINK BROADCAST (222.50/224.10 LINKED MONITOR DNLY)
	.Black	42.540 42.460 42.700 42.500			.8:30 PM - INFORMAL UR6ACV 220 MET - 223.02/224.62 - (SEE ALSO 7:30 146.88) 9:00 PM - HT. VACA RADIO CLUB - 146.40/147.00 & 222.34/223.94 & MEMBER 440 - WESTLINK BROADCAST (220 TEMPORARILY NOT LINKED) (440 LINKED FOR NET DNLY)
_	Red	468.250			TUESDAY
	Clemars Counties	154.920 159.030		•	7:30 PM - BERRYESSA AMATEUR RADIO KLUB - 146.37/146.97
State Police	State Capitol	155.505	91	6 445-2895	- EL DORADO COUNTY AMATEUR RADIO CLUB - 147.825/147.225 - (EXCEPT 41H TUES) - AMADOR COUNTY AMATEUR RADIO CLUB - 146.235/146.835 - VESTLINK BROADCAST - SUAP LISTING - SOLANO COUNTY AMATEUR RADIO SOCIETY (SCARS) - 144.53/145.13
Ambulance	Metro	155.265	91	6 452-3466	- NEVADA COUNTY AKATEUR RADIO CLUB - 147.72/147.12
	Foothill	155.295	_	6 334-7690	8:00 PM - HORTH HILLS RADIO CLUB - 223.18/224.78 - (EXCEPT 3RD TUES) (SEE ALSO THURS) 8:30 PM - GOLDEN EMPIRE AMATEUR RADIO SOCIETY (GEARS) (CHICO) - 146.25/146.85 - WESTLINK BROADCAST
Hospitals/Sisaster	r net	155.340		•	HEDHESDAY
Medical	Base 463.000 463.025 463.050 463.100 463.125 463.125 463.175 462.950 462.950	123456789	bile 468.000 468.025 468.050 468.075 468.100 468.125 468.150 468.175 467.975	* Sac Co Dispatch 916 366-2911	7:00 PM - MAPA VALLEY EMERGENCY NET - 147.78/147.18 - WESTLINK MEWSLETTER 8:00 PM - HIDE AMD SEEK YL NET (MASYL) - 146.37/146.97 (1-3-5 WED) & 146.25/146.85 (2-4 WED) - CHICO COMPUTER NET - 147.975/147.375 9:00 PM - THE COMPUTER NET - 144.61/145.21 (& DTHER REPEATERS SOUTH) THURSDAY
					8:00 PK - NORTH HILLS RADIO CLUB - 144.59/145.19 ~ (SEE ALSO TUES)
American Red Cross		47.420 M	Hz	916 452-6541	- NORTHERN CALIFORNIA BX CLUB ON THE AIR MEETING - 147.96/147.36 - SWAP NET FOLLOWS 8:30 PM - RIVER CITY AMATEUR RADIO COMMUNICATIONS SOCIETY - 146.31/146.91 & 447.80/442.80
Ship/Boat Calling or Distress		156,800	USCG	415 556-5500	(222.50/221.10 LIAKED MONITOR ONLY) SATURDAY
State Office of Emergency Ser	rvices	151.28 L 154.16 F		916 427-4341	8:30 AM - RADIO AMATEUR MOBILE SOCIETY (RAMS) - 223.24/224.84 9:00 AM - RADIO AMATEUR MOBILE SOCIETY (RAMS) - 146.19/146.79 9:30 AM - RADIO AMATEUR MOBILE SOCIETY (RAMS) - 3.965 MHZ SSB
				· •	COURTESY - TELEPHONE PIONEER RADIO NEWSLINE - 916 484-7388 - 24 HOUR RECORDING

JOHN I. SABIN PIONEER RADIO CLUB - KAMP CORRECTIONS AND ADDITIONS ARE APPRECIATED

April 1982

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NET CROSS-REFERENCE FOR SCHEDULE OF JUNE 3 1982:
HF 958
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3.965 - SAT 9:30 AM
28.610 - HON 7:30 PH
2 N FN
145.13 - TUE 7:30 PK
145.19 - THU 8:00 PM
145.21 - WED 9:00 PM - LINKED FOR NET
145.43 - THU 7:30 PH - LINKED FOR HET
146.61 - THU 7:30 PM
146.685 - HON 7:30 PH
146.79 - SAT 9:00 AM
146.835 - TUE 7:30 PM
146.85 - TUE 8:30 PM
      - DED 8:00 PH - ALTERNATE DEEKS
146.88 - MON 7:30 PM
146.91 - BAILY NOON - LINKED 24 HOURS
       - NOW 8:15 PM - LINKED 24 HOURS
       - THU 8:30 PM - LINKED 24 HOURS
146.97 - TUE 7:30 PM
       - WED 0:00 PM - ALTERNATE WEEKS
147.00 - HON 9:00 PH - LINKED FOR NET
147.12 - DAILY 8 AM
      - TUE 7:30 PM
147.18 - HON 7:30 PM
      - WED 7:00 PM
147.225 - TUE 7:30 PM
147.27 - THU 7:30 PM
147.30 - HON 8:00 PH - LINKED 24 HOURS
147.36 - THU 8:00 PM
147.375 - UED 8:00 PM
220 FH
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223.86 - THU 7:30 PK - LINKED FOR NET
223.94 - HON 9:00 PM - LINKED FOR MET
224.10 - DAILY MOON - HONITOR ONLY
       - HON 8:15 PK - HONITOR ONLY
       - THU 8:30 PM - MONITOR ONLY
224.62 - HON 8:30 PM
224.78 - TUE 8:00 PM
224.84 - SAT 8:30 AM
440 FM
440 HBR - HON 9:00 PM - LINKED FOR NET
442.80 - DAILY NOON - LINKED 24 HOURS
       - NOW 8:15 PM - LINKED 24 HOURS
       - THU 8:30 PM - LINKED 24 HOURS
444.05 - HOR 8:00 PM - LINKED 24 HOURS
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Aircraft Search & Rescue	123.10 MHz	USAF: 1-800-851-3051
(Bearcat scanner image	for 123,10 MHZ 1s	144.700 MHZ)
Aircraft Emergency or ELT	121.500 M	1HZ FAA 916 428-6500
Civil Air Patrol	143.90/148.15, 26 SSB 4585 KHZ	6.62 HH Z 415 836-5231
CALTRANS HQ/4/7 White HQ/3/4/9 Black HQ/S Wide Orange HQ/2/10/11Yellow HQ/3/8 Gray HQ/1/6 Red HQ/5 Purple 4 Brown 7 Blue 7 Green	47.08 47.10 47.16 47.20 47.18 47.06 47.12	Maintenance 916 445-2820 Emergencies 916 445-3887 Telecommunications 916 445-9609
Sacramento County Sheriff		•
453,250 453,575 453,675	460.050 460.200 460.325 460.475 460.425 460.275	Code 3 916 440-5111
Sacramento City Police		
	465.050 465.200 465.275 465.325 5465.425 5465.475 7465.500 155.655 159.030	916 449-5151
Caltrans/CHP Recorded	P	Sacramento 916 445-7623 lacerville 916 622-7355 Lake Tahoe 916 577-3550 Trucke 916 587-3806
National Weather Service NWS Recorded		916 /147-6941

FAA Recorded Weather 916 428-4027

Community

Ham operators hold meetings at the depot

The airwaves have always been home for the Sacramento Amateur Radio Club but now they have a place to hold their meetings.

Col. Herman L. Brooks, depot commander, has let the club use the old Military Affiliated Radio System building to hold their monthly meetings.

The radio club, according to the vice-president and program chairman Chet Almond, is the oldest radio club in the Sacramento area. Its been around since 1946.

It's old home week for some of the members because this is where radio traffic came from Korea 7 to 8 years ago. One of the main goals of the club is to assist health and welfare communications in handling emergency messages. The radio club exchanges ideas and helps get people into classes to get their HAM licenses.

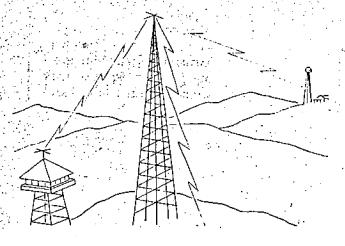
Amateur radios can be used to free telephones for other essential needs, or to pass information when telephones are out of service by use of repeaters.

Many amateurs have a portable radio set called handy talkies which only send radio waves short distances. These distances still can reach a repeater station. Repeaters are mounted on tall towers. These talkies trigger the repeater which in turn relays the voice an additional distance, eventually getting the call where it needs to go. Different repeaters are on different radio frequencies and different emergencies would require using different repeaters.

Hams can provide slow-scan television coverage at a potential disaster point, where a danger is known to exist such as a flood or fire.

At twelve noon every day many radio operators plug into a radio call signal WR6 AEN to see if any emergencies have arisen and what type of assistance they can give. The radio club assisted in the avalanche in Nevada where some of them worked up to 12 hours. Helping out the community is only one of the benefits of being a HAM operator. Talking to people from all over the world is also rewarding.

The next meeting will be Sept. 8 at 7:30. Mark Eubanks will present a program on video Tele-Conferencing by way of the use of fibro-optics. The easiest way to reach it is by going through the troop gate. For further information, contact Chet Almond at 967-4295.



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51		J ohn	WA6APO	+++
52		Chuck	WAGNYI	
53		Johann	WA6PBU	
54		Dennis	N6GHL	
55		Ron	. WB6RDA	
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56		J1m	wd6atz	
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62		Howard	K6PGG	
63		Harry	кр6зв	
64	Calif Hwy Patrol	Dave	n6aco	
65	•	J1m	WA7QQR	

AMATEUR RADIO SERVICE: Repeater WR6AEN, 146.31/146.91 MHz

Sacramento Valley Noon Net ... Conducted daily at 12 noon, Monday thru Friday, by members of the Sacramento Amateur Radio Club.

This is an open net, and we invite all amateur radio operators to check in and pass along any traffic you may have for the net.

The purpose of this net is to coordinate information on Disaster Preparedness, Search and Rescue, Health and Welfare messages, as well as other information of interest to hams.

Telephone relay: Unit 11, WD6ESB, Jim, 443-4438 Are there any announcements or QST's before we begin roll call

Credits: Sacramento Amateur Radio Club, Sacramento DF Club, Golden Bear Radio Club, River City Amateur Radio Club, North Hills Radio Club, Radio Amateur Mobile Society, Pioneer Radio Club, Mt Vaca Radio Club, Amador County Amateur Radio Club, Skywarn Amateur Weather Net, Sheriff's Amateur Radio Program, Police Utilization of Special Hams Program, Yolo County Amateur Radio Club, Air Force MARS, Army Mars, and Navy-Marine Corp MARS Thanks to WR6AEN associates who operate and maintain this repeater, and to those who provide financial support for its operation.

Ref: 9/15/82

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nit	1	Sacto Co Emgy Coord'r	Ke1th	K6QIP				
	2		Dean	KA6AVC			_	
	3		Bob	wa6udx				
	4	Am. Emg. Net-Sac Area	Clint	кбрwа				
	5		Jim	N6CWW				 _
	6	Caltrans	Jim	NGAAD				
	7		Rae	K6GZS	L			
	8	S.H.A.R.P.	Bob	w6cfq			_	
	9	Sacto DF Club	Les	wa6eqq		_		
	10		Bob	w6spn				
	11		J1m	wd6esb				
	12		Dave	K6LKS				
	13		Dave	WAGIOK				
	14	Sacto Co Fire	Bob	w6JRP				
	15		Dick	wb6qzv				
	16	Army MARS	Chet	n6dru				
	17		Bill	wb6ftu				
	18		Ken	w6PIV	L			
	19		Lyle	WAGAPB				
	20	U S Coast Guard	Larry	KL7JQ				
	21		Jerry	nm6T			_	
	55	Air Force MARS	Cass	WA6DBO	$oxed{oxed}$	_		
	23		Bob	WAGBYD	L	L		
	24		Jack	WB6MD2	L			
	25	Navy-Marine Cp MARS	Dale	WAGBYS				

Unit	26	N Hills Radio Club	Joe	w6bwz	
	27		Tom	w6jyz	
	28	Am. Rad.Em.Sv/Yolo Co	Wayne	. мбера	
	29	River City ARC	Frank	KA6ADR	
	30	Rad.Am.Mob.Soc.	Ed	N6AGI	
	31	Sec.Emg.Cood/Sac.Val	Ron	N6AUB	
	32		Larry	WAGQKR	
	33	Am.Rad.Em.Sv/E Yolo Co	Kay	WB6P0Q	
	34		Del	w6cвс	
	35		Don	N6DRB	
	36		Merle	WB6YYD	
	-	.			
	37	Sheriffs Off/Sacto	Dennis	WAGRVR	
	38		Jim	wb6nrr	
	39	Cal.Am.Rad.Emg.Sv.		wb6n fy	
	40	Sec. Comms. Mgr	Norm	v6JV	
	41	Pioneer Radio Club		k6np	
	42		Hank	w6ккі	
	43		Jim	wa6nwe	
	44		Wayne	WA6JCT .	
	45	Amador Co Am Rad Club	John	WAGZGS	
	46		Bill	кв6јм	
	-				
	47		Herb	WAGUBI	
	48	Cal Hwy Patrol	Dick	wb6edr	
	49		Wil	ибри я	
	50	•	Bob	K6DJN	

Bill is signed on TV sets,

ham operators

WASHINGTON (AP)

— President Reagan
has signed a bill authorizing federal regulators
to impose new manufacturing requirements on
the makers of TV sets
and deregulate Citizens
Band (CB) radio service

The measure, sent to Reagan by Congress last month, was signed by the president on Monday, the White House said.

The measure also allows amateur, or "ham," radio operators to assist employees of the Federal Communications Commission in policing the airwaves and administering license exams; authorizes a three-year test during which members of the FCC may accept travel reimbursements. from industry groups; and allows the commission to use of lotteries to award various licenses.

The section affecting TV 'set' manufacturers specifies that if the FCC finds it necessary, it can force manufacturers to begin building TV receivers with special electronic filters that would make the sets more resistent to radio interference from CB or ham radios

Manufacturers, led by the Electronic Industries Association, had fought the bill as unnecessary and certain to cost consumers more money.

Single Land Comment of the Comment o



TESTIMONY OF JOSEPH A. GIBSON AND

LELAND L. NICHOLS, Co-Chairs

EDUCATION FOR THE FUTURE

(Testimony of Joseph A. Gibson, Co-chair 1737 Hertiage Lane, #491 Sacramento, CA 95815)

My name is Joseph A. Gibson. I am a graduate student at CSUS completing my M.A. degree in Organizational Evaluation and Design. I have no financial interest in any cable company.

I will join other members of the Education for the Future Committee in urging you to entertain the cable bids with two considerations in mind.

First, education in Sacramento's future should not be centralized behind the walls of existing educational institutions. Open access to public education and information should be of paramount concern.

Second, we should step boldly into the future with a cable system that is responsive to people not to a hierarchy of empire builders.

I grew up in Truckee and I know what it means to be isolated from centers of information and knowledge. But there are thousands of youngsters in Sacramento county far more isolated from sources of knowledge than I was in Truckee. They are isolated by poverty or because they lack the self-confidence to go to teachers or librarians and ask for help. They are the ones who need—who deserve—the access to information which the new, interactive cable systems can provide. Don't give these people re—runs, give them the opportunity to get fresh ideas!

United Tribune promises access to studios, cameras and air time, but if you live in Del Paso Heights you have to travel to Sacramento City College to get your "access." If you live in Elder Creek you have to get to Cosumnes River College, if you are a senior citizen living downtown--forget it. Once again professional education's self-appointed establishment has made sure that control of information stays locked up inside their ivy covered buildings. The promise of cable must not be wasted on hoary re-runs, game shows and copies-of-copies of "Dallas."

In closing, I seriously question whether any of the cable bidders can fully meet its obligations as delineated in their respective bids. Therefore, three options are before you: no cable--and unacceptable option, offering only stagnation in a dynamic, information intensive world; old (TV) cable offering one-way pontification by the self-appointed educatinal elite; or new cable, presenting educational options. Any system will require effort on all our parts to ensure proper implementation. We recommend an interactive cable system because it is a more open system for the people of Sacramento. Unfortunately, the United Tribune-Educational Consortium proposal is not an open system.

EDUCATION FOR THE FUTURE

(Testimony of Leland L. Nichols 4950 Alta Drive Sacramento, CA 95822)

My name is Lee Nichols, I'm Co-Chairman of the Education for the Future Committee and professor of Communication Studies, California State University, Sacramento. I have no financial interest in any cable or broadcast company. Education for the Future is a committee of teachers and students who share the conviction that the decision you make on the cable franchise will determine the nature of education in Sacramento for the next three decades. The Education for the Future committee was created to give voice to informed views about the future of educational technology, views that differ markedly from those expressed by the quasi-official Educational Consortium.

I have three specific concerns and one recommendation. I will argue that the issue before you is how best to use the potential of cable, not how to improve TV. I will also argue that cable companies should not be mis-used as tax collection agencies. I will argue that cable should not become the tool of the educational establishment and, finally I will recommend that the franchise be awarded to the firm best able to move Sacramento into the information age. .

First, Sacramento is—or ought to be—granting a <u>cable</u> franchise, not a cable <u>television</u> franchise. The distinction is vital. A cable strung from poles does little for the distribution of television pictures that cannot be done by satellites beaming to home receiving discs or fixed transmitters feeding conventional roof—top antennas. What cable offers that broadcast cannot, is the potential for interactive information systems. Cable can link us to the great repositories of knowledge, cable can link neighbor to neighbor, business to business, cable is the jar in which the genie dwells.

Sacramento does not need more channels for more old reruns, more dirty movie channels nor even more TV studios. There are currently a dozen television studios in our city and

enough portable equipment and remote trucks to feed programs to a dozen cable channels and give every frustrated local actress and actor a chance to be seen and every "voiceless" local group a public megaphone. What we do need, and deserve, is the capacity to exchange knowledge. This is the promise of cable, and this is the promise of the future.

Second, I vehemently object to the way in which cable is being pressed into duty as the collector of taxes to support our schools and various cultural and social organizations. There is no doubt that these institutions can use more money, but it is a gross misuse of the city and county franchising authority to extract hidden taxes even for these worthy groups.

I know that KXPR-FM and KVIE need more money. (I served, briefly, as general manager of each of those non-commercial stations and I am aware of their financial straits.) But I do not think that cable ratepayers should be forced to bail out public broadcasting.

Still KVIE and KXPR are broadcasting firms, so there may be some logic to using cable money to fund them. But it is indefensible to collect taxes, disguised as cable subscription fees, to support our schools. United Tribune's bid, for example, offers over \$21 million to the schools—21 million raised as fees paid for cable service but used to pay for so-called "educational technology." The money will be used to build TV studios, equip them with TV hardware and then replace that gear when it becomes obsolete. Can you imagine what the voters would say to a 21 million dollar tax override to be used exclusively to build and equip TV studios? Can you imagine what our teachers would say if you allocated 21 million dollars for TV hardware and not a cent for salaries? nothing to reduce class size? and nothing to provide help to handicapped students?

If you are going to use cable subscription fees to support our schools, then that money--21 million, or whatever the successful bidder has agreed to supply--ought to be allocated at open budget hearings where parents, teachers and students can express their views of how best to spend it.

If the public were to have a voice in the allocation of this money I am confident that that voice would be raised against the Educational Consortium's plan to spend it on TV studios at community colleges and a lavish origination facility at CSUS. The local audio-visual people who make up the Consortium want color studios in which students can practice play-TV, they want mikes and remote trucks and porta-packs.

At the dawn of the information age the Consortium is asking for hardware which students will use to make TV skits. The Consortium is asking for TV access when what our students need is access to knowledge. (Most of our students—and teachers—have access to enough TV now!) Our students need information and ideas and the Consortium has bargained for color cameras.

To the Consortium, television may still be a shiny new gadget, but to experts in educational technology it is the computer that is exciting. Computers, linked by cable to classrooms or school libraries, give students dynamic, interactive involvement with the world of ideas. With interactive cable, the people of Sacramento can be linked to the great depositories of human knowledge. With TV, we are linked to others who know no more than we do.

One of the Consortium's audio-visual people expressed the opinion that the people of Sacramento are "illiterate" and will be unable to use the keyboards of an interactive information cable system. That is the view of a cynic. Children of six and seniors well-over sixty have learned to play video games. If you can play Pac Man you can use the keyboard of a 21st century interactive information system. Anyone who is afraid of interactive is afraid of life itself.

(It took my children half-an-hour to learn how to use my computer and now they generate all of their term papers on it, using the word processing program.)

Third, you face—in your decision making—the challenge of deciding who will control education in Sacramento. Our position is that every individual ought to have access to all the knowledge that she or he can absorb. We reject the notion that learning should be controlled by the priesthood of the professoriate or that access to cable should be controlled by campus functionaries. The decision of United Tribune—in cooperation with the Educational Consortium—to locate studios on the congested campuses of the local colleges is nothing short of bizarre! All citizens have a right to use the cable information system and they ought not have to enroll in "TV 101", or appeal for a college parking sticker, to gain access to the future.

But our concern is not just with the students. Our concern is for the education of all of the people; 6, 16 or 60. We have a chance to tear down the walls which keep people out of our schools, our colleges and our libraries. With

interactive cable, information can flow freely to all who want it and can use it. If you believe that education is power, then you will put that power in the hands of all the people of Sacramento.

Finally, I urge you to disregard the entertainment claims of the bidders and compare them in terms of the ability of each to contribute to a knowlege network. Yoneji Masuda ends his masterful new book, The Infomation Society with the following lines, ". . . the civilization to be built as we approach the 21st century will not be a material civilization symbolized by huge constructions. . . it should be called an 'information civilization.' Homo sapiens, who stood at the dawn of the first material civilization at the end of the last glacial age, is now standing on the threshold of the second, the information civilization—after ten thousand years." I think Masuda's view can help guide your decision, ignore the "huge construction" promised by the bidders and examine instead the commitment of each to the "information civilization."

Televison was the last major invention of the industrial age. The computer, which makes possible interactive information systems, was the first of the information age. Don't reject the future. At its most expensive the future costs about 60 cents a day. That is less than the cost of a package of cigarettes. Which, do you believe, is the better buy?

Sacramento's Old Town is a memorial to our respect for history. We have rehabilitated old brick buildings—usually at a cost far greater than building anew—because we believe one can learn from the past, and can take pleasure in antiquity. But we also welcome high technology industry and take pride in our new sky line, punctuated by contemporary architecture. United Tribune's bid, like their proposed brick building in Old Sacramento, is an imitation rehab. The future lies at our finger tips. Reach out and touch it.



MEXICAN AMERICAN CHAMBER of COMMERCE

September 16, 1982



Board of Supervisors 700 H Street Sacramento, CA 95814

To All Members of the Board of Supervisors:

We would like to address an issue which is of extreme importance to the members of the Mexican American Chamber of Commerce of Sacramento. Telecommunications within the next few years will greatly influence the way we live and work, so the city and county officials, in making the cable franchise award, should know how individuals and groups feel about this issue.

We feel that the best interests of our city and county would be best served if the franchise was awarded to the Greater Sacramento County Cable Company. The local investors in this company are a good representation of this community, involving all nationalities, walks of life, women and minorities. This is a wholesome mixture, and the proposal that is before you will assure quality local programming and community involvement of many groups, such as our own. We like the local control over such programming.

We also believe that the basic tier fee is fair, reasonable and within the means of most people, unlike Cablevision's fee of \$19.50 which gives the poor no choice and would eliminate them from the cable subscriber roles. Cable television should be for everyone.

Because of these main issues, we believe that you should vote for the Greater Sacramento County Cable Company.

Sincerely,

Diego Lopez President

DL/sf

Freeman

RELIGIOUS COALITION FOR BETTER CABLE TELEVISION FRANCHISE

September 20, 1982

Dear Councilman or County Supervisor:

IN RE: CABLE CONTRACT

Last fall you held open meetings and encouraged citizen input on the cable ordinance which you later passed in early 1982.

Several religious leaders joined us in meeting either with you or your aide in the weeks preceding the public hearings held by both the City Council and the County Supervisors.

The group included District Superintendent, Rev. R. W. Hauser, of the Evangelical Free Churches; Rev. Arthur Nunn, Superintendent of 48 Southern Baptist Churches of the Sacramento area; Rev. David Rupert, President of the Sacramento Chapter of the National Association of Evangelicals (some 60 churches); representatives of the Assemblies of God churches (about 20 in the Sacramento area; a representative of 12 Churches of the Nazarene in the Sacramento area; a representative of the Church of Jesus Christ of L.D.S; a representative of the Committee on Moral Concerns; plus some individual pastors. Over 160 churches from the Sacramento area.

You were gracious to hear in the public meeting as well as in your office our concern about the type of offensive matter which might be brought into private homes, over the public property cable lines. Our concern was for "R" rated movies which are supposed to restrict the right of minors to view them, plus "X" rated and "UN" rated movies similar to those on New York City cable.

The City Council assured us without a vocal negative that the adopted contract would require definite and effective protection in order that "R" rated, "X" rated, and "UN" rated movies could not be seen by minors in their homes.

The County Supervisors, after hearing of our concern in the public meeting, voted 3-2 to go ahead with the ordinance, but stated publicly without dissent that no contract would be signed until they were satisfied that protection against adult type films was provided without question.

We appreciate your shared concern that adult type cable programs would have a traumatic effect on minors at a very impressionable age. With sexual experimentation flooding our younger ages already, causing quantum increases in rape, pregnancies, abortion, and emphasis on the physical part of sex without any redeeming features, your public and private attitude was commendable.

Now it is time! The Sacramento Union of September 12, 1982, in a Cable section, has these quotes: "'Romance,' Showtime's new soap opera, contains elements you won't find in even the steamiest network soap-nudity and profanity." The Playboy Channel has a game show "Everything Goes." "If you are excited by the thought of men and women undressing each other in your living room - Everything Goes - could be the show for you." Page C 12.

The recent well known problem with Cal Sat and their Movie Vision programs which they beam into private homes by satellite, with no protection or notice, should be a warning of what could happen on cable. Hard-core movies could be alternated with soft-core (?) movies.

Page 2. CABLE CONTRACT

Even putting these movies on late at night will not afford protection for minors who should not see them for their mental and emotional health.

Enclosed are copies of a recent Milwaukee ordinance regulating types of programs on franchise cable in that city.

Enclosed also, is a copy of an opinion of the Legislative Counsel of California as to whether a city, county, or city and county is authorized to regulate the transmission of indecent or obscene material over cable television by ordinance, or as a condition of the cable television franchise.

ANALYSIS - "The authorization for local communities to grant a cable television franchise or license, or community antenna television system as it is referred to in the codes, is set forth in Section 53066 of the Government Code..... Considering the plain meaning of the language used, it is clear that the Legislature intended such authority to attach particularly to the quality, including the moral content of the material broadcast, pursuant to such a franchise."

We believe you will be able to require protection of minors in programming on cable channels, as you so graciously stated you would.

You have spent great amounts of energy and excessive time thus far on the cable franchise matter. As citizens we appreciate it. Please, now, protect the quality of life in our community.

Religious Coalition for Better Cable Television Franchise requests your help.

P.S. All cable companies bidding have "Showtime" with nudity and profanity (Sacramento Union). H.B.O. has "R" rated movies which minors are not supposed to view. New York has "Crazy George" undressing women on Cable TV. We need some control of adult sex material in regard to protection of minors on all channels.

CITY OF MILWAUKEE

Y AHOMEY

ID A. FELGER WAS E. HAYES outy City Attorneys



· OFFICE OF CITY ATTORNEY

800 CITY HALL MILWAUKEE, WISC ONSIN 53202 278-2601

May 13, 1981

RICHARD F. MARUSZEWSKI WALTER J. SCHUTZ MAURICE L. MARKEY MILLIAM J. LUKACEVICH HICHOLAS M. SIGEL THEOFHILUS C. CROCKETT THEOFHILUS C. EXOCKETT JOSEPH H. MEGINN JOHN F. KITZKE HERBERT F. SONNENBERG CHARLES R. THEIS GRANT F. LANGLEY PATRICK B. MEDONNELL RUDOLPH M. KONRAD SCOTT RITTER JOSEPH N. MISANY MARY ELLEN POULOS BEVERLY A. TEMPLE JEFFREY A. WAGNER MCHAEL A.I. WHITCOMB JEFFREY L. BASSIN GREGG J. GUNTA THOMAS O. GARTNER LINDA ULISS BURKE MILTON EMMERSON Assistant City Attomoys

Mr. Bruce Taylor 2331 West Royal Palm Road Phoenix, Arizona 85021

Dear Mr. Taylor:

Pursuant to our recent conversation, I am enclosing a copy of the City of Milwaukee's cable ordinance which was approved by the Common Council on May 1, 1981.

Very truly yours,

GRANT F. LANGJÆ

Assistant City/Attorney

GFL: b

5/3/21 dans

- (12) OBSCENITY LAWS AND REGULATIONS.
 - (a) Compliance with all laws and regulations.
- 1. Grantee and all users of CATV system shall comply with all deral, state and local law regarding obscenity.
- 2. No person shall by means of a cable television system, knowingly stribute by wire or cable to subscribe any obscene or indecent material.
- 3. "Material" means any visual material shown on a cable television stem, whether or not accompanied by a soundtrack, or any sound recording played a cable television system.
- 4. "Obscene Material" shall have the meaning ascribed to it in sec. 16-7 of this code. If the Wisconsin Legislature, subsequent to the adoption of is ordinance, enacts a state law regarding obscenity in which it defines obscene terial that definition shall control its meaning under this section.
- 5. "Indecent Material" shall mean a representation or verbal scription of a human sexual or excretory organ or function or of nudity which der contemporary community standards for television, is patently offensive.
- 6. Any person who shall violate any of the provisions of this dinance and amendments thereto shall, upon conviction, forfeit not more than Five ndred Dollars (\$500), together with the costs of prosecution, or in default of yment, may be imprisoned for a period not to exceed thirty (30) days.
- (b) If the Grantee transmits obscene or indecent programming which it has oduced or acquired by sale, lease or otherwise, Grantee's action shall be deemed material violation hereof and shall subject Grantee to franchise revocation remark to this ordinance.
- (c) By virtue of the trust relationship created by the contract between e city and grantee, and in the event it becomes necessary for the city to enforce e contract by legal process, if judgment is rendered in favor of the city and ainst grantee because of a breach of the contract by any means and in any spect, including for cable broadcasting any obscene, indecent, or profane hibition, then the grantee shall bear, and be liable for all costs of westigation, litigation, and appeal in such action, including attorneys' fees, aff assistance costs, witness fees and costs, copy and printing costs, and court sts.
- (d) In the event judgment is entered against grantee, then grantee shall rthwith deposit the amount of such fees and costs with the city treasurer as are termined to be reasonable by the court, and thereupon the city shall hold such ads in escrow pending the outcome of any appeals.
- (13) Policy on Educational Opportunities. Grantee shall cooperate with the ty with the goal of placing qualified and qualifiable candidates into job enings created by the growth of the cable industry. In addition, the grantee rees to establish at local institutions, technical scholarships to qualify local plicants for positions requiring specialized electronic training and internship further on-the-job training for these employees.

OWEN K., KUNS RAY SE WEST AKER 4. CHIEF DEPUTIES

JERRY L. DASSETT KENT L. DECHAMBEAU STANLET M. LOURIMORE EDWARD K. PURCELL JOHN T. STUDEBAKEN

JOHN COAZINE
ROBERT CULLEN DUFFY
ROBERT D. GRONKE
SHERWIN G. MACKENZIE, JR.
ANN M. MACKEY
TRACY O. POWELL, II
RUSSELL L. SPARLING
JIMMIE WING
PRINCIPAL DEPUTIES

3021 STATE CAPITOL SACHAMENTO 95814 1916: 445-3057

8011 STATE BUILDING 107 SOUTH BROADWAY LOS ANGELES 90012 (213) 620-2550

Legislative Counsel of California

BION M. GREGORY

Sacramento, California July 16, 1982

Honorable Newton R. Russell Senate Chamber

Cable Television - #15967

Dear Senator Russell:

QUESTION

You have asked whether local communities have the authority to regulate the transmission of indecent or obscene material over cable television by ordinance or as a condition of the cable television franchise.

OPINION

A city, county, or city and county is authorized to regulate the transmission of indecent or obscene material over cable television by ordinance or as a condition of the cable television franchise, subject to constitutional limitations on restrictions impairing free speech. However, without a specific regulation before us, it is impossible to consider the constitutionality of that regulation.

ANALYSIS

The authorization for local communities to grant a cable television franchise or license, or community antenna television system as it is referred to in the codes, is set forth in Section 53066 of the Government Code. That section provides, in pertinent part, as follows:

GERALD ROSS ADAMS DAVID O. ALVES MARTIN L. ANDERSON PAUL ANTILLA CHARLES C. ASHILL JAMES L. ASHEOND SHARON G. DIRENBAUM EILEEN J. DUXTON HENRY J. CONTRERAS BEN E. DALG CLINTON J. DEWITT C. DAVID DICKERSON KATHAYN E. DONOVAN FRANCES S. DORBIN LAWRENCE H. FEIN SHARON R. FISHER JOHN FOSSETTE HARVEY J. FOSTER CLAY FULLER ALVIN D. GRESS JOYCE E. HEE THOMAS R. HEUER JACK I. HORTON SANDRA HUGHES MICHAEL J. KERSTEN L. DOUGLAS KINNEY VICTOR KOZIELSKI ROMULO I. LOPEZ JAMES A. MARSALA ROBERT G. MILLER JOHN A. MOGEN VERNE L. OLIVER EUGENE L. PAINS MARGUERITE HOTH JERRY J. RUIZ MICHAEL B. SALERNO MARY SHAW WILLIAM K. STARA MARK FRANKLIN TERRY JEFF THOM RICHARD B. WEISBERG DANIEL A. WEITZMAN THOMAS D. WHELAN CHRISTOPHER ZIRKLE DEPUTIES

"53066. Any-city or county or city and county in the State of California may, pursuant to such provisions as may be prescribed by its governing body, authorize by franchise or license the construction of a community antenna television system. connection therewith, the governing body may prescribe such rules and regulations as it deems advisable to protect the individual subscribers to the services of such community antenna television system. The award of the franchise or license may be made on the basis · of quality of service, rates to the subscriber, income to the city, county or city and county, experience and financial responsibility of the applicant plus any other consideration that will safeguard the local public interest, rather than a cash auction bid. . . " (Emphasis added.)

It is a cardinal rule of statutory construction that a provision of law be given a reasonable and commonsense construction which implements and protects the obvious intent of the lawmakers (Alameda County v. Kuchel, 32 Cal. 2d 193, 199; Gage v. Jordan, 23 Cal. 2d 794, 800; Rose v. State, 19 Cal. 2d 713, 723). As emphasized, Section 53066 grants a local community explicit authority, not only to enact ordinances governing the granting of a cable television franchise, but to condition the granting of such a franchise as well (see Monarch Cablevision, Inc. v. City Council, 239 Cal. App. 2d 206, 211). Considering the plain meaning of the language used, it is clear that the Legislature intended such authority to attach particularly to the quality, including the moral content of the material broadcast pursuant to such a franchise.

In this regard, the constitutionality of similar state statutes regulating community antenna television systems has been upheld even though it affects interstate commerce, as the power of the Federal Communications Commission to regulate such systems remains dormant and unexercised (see TV Pix, Inc. v. Taylor, 304 F. Supp. 459, aff'd. 24 L. Ed. 2d 746). Moreover, of all forms of communication, broadcasting receives the most limited First Amendment protection; and while the constitutionality of an ordinance of franchise agreement regulating the moral content of

material broadcast over such a system has yet to be challenged as a limitation on the right of free speech, the United States Supreme Court has upheld Federal Communications Commission restrictions applicable to "indecent" material broadcast by radio (FCC v. Pacifica Foundation, 57 L. Ed. 2d 1073, 1092).

Accordingly, a city, county, or city and county is authorized to regulate the transmission of indecent or obscene material over cable television by ordinance or as a condition of the cable television franchise, subject to constitutional limitations on restrictions impairing free speech. However, without a specific regulation before us, it is impossible to consider the constitutionality of that regulation.

Very truly yours,

Bion M. Gregory Legislative Counsel

By

Clinton J. deWitt Deputy Legislative Counsel

Cluton de Will

CJdeW:nmw



Bill Freeman 700 H Street, Room 7650 Sacramento, California 95814

The following is the statement that I would like to make at the meeting on Cable TV scheduled for Wednesday, September 22, 1982, at 7:00 p.m.

Within the next few weeks you will be taking part in a decision that affects the educational and consumer communities of Sacramento. You will be selecting the company that will be providing the cable television services. I have been following this transaction as I am most interested from the standpoint of being both an educator and a consumer.

In reviewing the summaries of the proposals that are being considered, it appears to me that the best services, in my areas of interest, are offered by Greater Sacramento County Cable.

I am making that observation based on the proposed allocation of funds for operating costs and the number of channels proposed for educational purposes. Another factor is the level of services proposed for the consumer.

Additionally, I feel strongly that the interests of Sacramento will be best served by those interested in Sacramento. Primarily that would mean those local residents who are investing in/sponsoring Greater Sacramento County Cable. Local control assures an attempt to meet identified needs of a local clientele.

I would be most appreciative if you would consider most carefully the proposals. I am sure that this consideration along with your knowledge of the needs of our community will result in the selection of Greater Sacramento County Cable.

I trust this is the information you requested.

Sincerely,

M. Frances Rosen 5144 Romero Way

Fair Oaks, California 95628

Education and Research in Gerontology

HARVESTAGE

A Nonprofit Tax Exempt Corporation



36 Shoreline Circle Sacramento, CA 95831 (916) 428-1107

20 September 1982

City Council of Sacramento

To:

Board of Supervisors, . County of Sacramento

Re: Cable Television Franchise Applications

HARVESTAGE, INC. urges you to award the franchise to United-Tribune Cable of Sacramento. We are looking at our own involvement and future use, of course, but the community-wide involvement basic to the United-Tribune proposal is the compelling force behind our request.

United-Tribune Cable is the one bidder making a genuine effort to involve the Sacramento public in the way that Public Access is intended to be used.

What is HARVESTAGE? Started in 1975, we became a corporation in 1979 to provide stability to our programs for improving the quality of life for older people. Our motto is:

"For the unlearned, aging is winter; for the learned, it's harvestime."

HARVESTAGE has provided classes and workshops for several hundred persons, young and old. We do not depend on either federal, state or local tax money. At present, four churches sponsor our programs and we utilize peer teaching -- there are at least 900 years of experience in any of our classes! We have contributed to several government programs and were one of the major sponsors of the 1981 State House Conference on Aging.

We see an urgent need for more methods and wider methods of transferring information. For example, with Cable TV, we could create life enriching forums between our learning centers and residence or convalescent homes. When United-Tribune offered us the opportunity to train key members in the operation of TV studio equipment, we jumped at the chance. We are excited about the day when public access to Cable TV will be a reality for Sacramento.

Ten HARVESTAGE members attended the training sessions. We found this to be a very positive experience.

In addition to satisfying our questions about what Public Access could mean to the community, we learned much about the attitudes and philosophy of United-Tribune Cable:

- * They have a keen awareness of the diversities of this community and its desires.
- * They are ambitious to fulfill these desires to the fullest extent possible.
- * They have established a proper balance of service charges against services provided and have allowed for the interactive services that will be available in the future. Unique to United-Tribune is the 25% discount for the elderly and handicapped.
- * They have strongly emphasized public participation. On their own initiative, they contacted numerous organizations, offering the basic training for involvement in community access.
- * Their proposal for a rotating membership in the regulating Corporation assures that the people of Sacramento will have a voice in Cable TV operation in this community.
- * We are aware of numerous occasions on which both financial and staff assistance was given to local entities in filming informational programs for wide distribution.

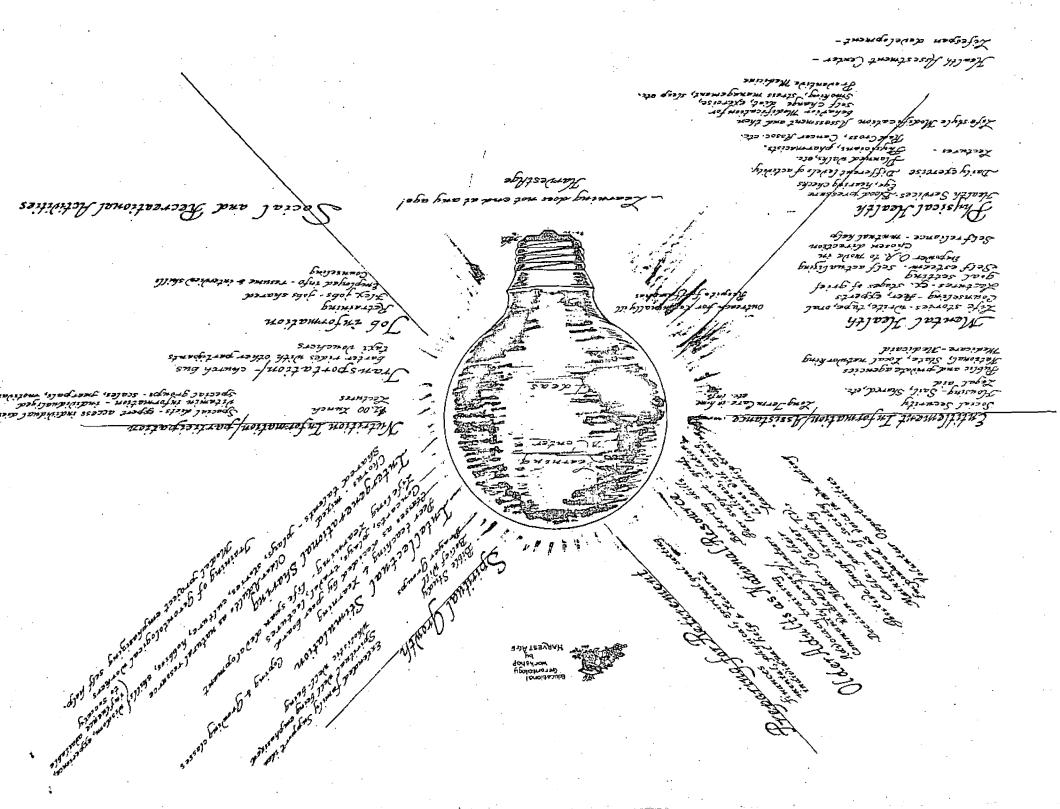
As a group, we have heard little from Cablevision, Greater Sacramento County Cable or Warner-Amex that could indicate to us any reason to trust their future commitment to Sacramentans.

In our opinion, United-Tribune Cable has given and is intent on giving to the community meaningful service, rather than mere lip service. We urge you to opt for them and their proven attitudes and service.

Walter H. Wade

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Walter H. Wade for the Corporation





Sacramento Metropolitan Industry Education Council

1608 T Street, Suite C • Sacramento, California 95814 • (916) 441-1100

PRESIDENT

PAT KILKENNY Vice-President and Manager California Valley Bank

EXECUTIVE DIRECTOR
S.M.I.E.C.
PAT THOMPSON-DIETLER

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Learning Resources
Cosumnes College

TREASURER
WILLIAM G. STEWART
Sacramento Savings
Vice-President

PRESIDENT EMERITUS
JOHN BIGGERS
Gerlinger Motor Parts
President and General Manager

September 13, 1982

Toby Johnson Chairman Board of Supervisors 700 H Street Sacramento, CA 95814

Dear Chairman Johnson:

As Executive Director of SMIEC (Sacramento Metropolitan Industry Education Council) and as a concerned citizen of our community, I wish to express strong support for United-Tribune Cable Company to receive the Sacramento County Cable franchise.

All of the companies vying for the franchise have expressed concepts of commitment to the community and educational areas, thus far however, United-Tribune Cable has been the only applicant to implement action and provide services in both of these areas. Support and a wide variety of services have been made available to numerous non-profit and community organizations ie. Oak Park Community Center, Big Brothers-Big Sisters, SMIEC, etc.

We look forward to the many benefits Cable TV can bring into the Sacramento community under United-Tribune's leadership.

Respectfully

Pat Thompson-Dietler

PTD:cp

Re: Public Hearing on Cable Television

We now live in an era of a technological world of advanced electronics.

Today when I say that, I mean telecommunications. The telecommunication I'm referring to is Cable Television.

My subject will be United Tribune Cable of Sacramento. My reasons for choosing UTC are their confidence, positive attitude toward people and giving the people a feeling of being welcome and being somebody.

My connections with UTC have been a rewarding experience of gaining the knowledge and hands—on equipment training that the average person can't get in a commercial TV studio unless you have a college degree and bulging pocketbook.

UTC gives the people an opportunity to gain a knowledge of what is happening in a television studio and hands-on equipment training.

I have the confidence in UTC and will stand with them all the way. The staff of UTC are people that will stand and give you the support and confidence of a job well done.

After my training with UTC, they still kept in contact with me and kept me up to date on what events are taking place.

I feel with honesty that UTC will be a great benefit to the people of Sacramento.

- 1. It will provide educational, entertainment and business usage through television.
- 2. It will provide information and data for business usage plus governmental use.
- 3. Security will be provided for people who are in need.
- 4. It will open doors for people that are unemployed in Sacramento. It will provide jobs and training to eliminate Sacramento's unemployed and I believe UTC has the knowledge on training and giving the experience to the people and will give them the positive support. I myself feel at home with UTC and the staff gave me the warm welcome of belonging to the winning team.

I strongly urge that UTC have their home in Sacramento because you and I plus Sacramentans will benefit from them.

What you can do for UTC and UTC will do for you. And today UTC will give us the knowledge, the experience and—for myself—my dignity, pride and self-worth. And let us have UTC here in Sacramento for our children's tomorrow.

STATEMENT BY !

RUTH MYLI

ASSISTANT TO THE BISHOP

PACIFIC SOUTHWEST SYNOD

LUTHERAN CHURCH IN AMERICA

SACRAMENTO CABLE TELEVISION HEARINGS-- SEPTEMBER 20, 1982

GOOD EVENING. I AM RUTH MYLI. I AM ASSISTANT TO THE BISHOP OF THE PACIFC SOUTHWEST SYNOD OF THE LUTHERAN CHURCH IN AMERICA. MY HEADQUARTERS ARE LOCATED HERE IN SACRAMENTO. WE VIEW THE COMING OF CABLE TELEVISION TO THE SACRAMENTO COMMUNITY AS A TREMENDOUS AND WELCOME CHALLENGE. WE LOOK TO CABLE AS NEW MEANS WITH WHICH TO TEACH AND TELL OTHERS ABOUT OUR FAITH. WE BELIEVE THAT RELIGION HAS A PLACE ON TELEVISION—ESPECIALLY IF IT CAN HELP BRING AN UNDERSTANDING OF THE WORKS OF GOD TO THOSE WHO ARE UNAWARE. WE ALSO ENTURY VISION THAT CABLE TELEVISION CAN HELP PROMOTE A BETTER UNDERSTANDING AMONG ALL PEOPLE OF THE COMMUNITY OF THE MANY WAYS GOD IS WORSHIPPED.

RELIGION IN ITS MANY FORMS CONTINUALLY MAKES NEWS, YET
THE INTERPRETATION OF THESE NEWS EVENTS OFTEN LACK THE
RELIGIOUS ANGLE WHICH COULD LEAD TO A CLEARER
PICTURE OF WHAT TRULY IS HAPPENING IN OUR TROUBLED
WORLD. MORE IMPORTANTLY, CABLE TELEVISION HAS THE CAPACITY
TO LOCALIZE THE RELIGIOUS EXPERIENCE. LET ME GIVE YOU AN
EXAMPLE:

TWO WEEKS AGO, THREE MAJOR LUTHERAN BODIES IN THE UNITED STATES VOTED IN CONVENTION TO MERGE INTO ONE ORGANIZATION IN 1988. WITH SOME 50,000 OR MORE WORHSIPPING LUTHERANS IN THE CABLE TELEVISION SERVICE AREA, THIS KIND OF NEWS NEEDS CONTINUAL INTERPRETATION AS TO THE LOCAL IMPACT ON PEOPLE AND CONGREGATIONS. CABLE, THROUGH ITS LOCALLY PROGRAMMED RELIGIOUS CHANNEL PROVIDES THAT KIND OF INTERPRETIVE

OPPORTUNITY TO THE RELIGIOUS COMMUNITY. LOCAL RELIGIOUS CABLE TELEVISION, PROGRAMMED AND BROADCAST BY PEOPLE WE KNOW IN OUR COMMUNITY, TAKES ON ENORMOUS IMPORTANCE AND BELIEVABILITY.

WHILE WE LUTHERANS HAVE A BROAD RANGE OF PROGRAMMING THAT ALREADY HAS BEEN AIRED OVER MANY YEARS AND MORE IS CONSTANTLY BEING PRODUCED, HERE IN SACRAMENTO WE HAVE LAY AND CLERGY PEOPLE WHO ARE COMMITTED TO PROVIDING AN ONGOING SELECTION OF LOCAL LUTHERAN PROGRAMMING. WE SEE THIS CHALLENGE AS A WAY TO SHORTEN OUR LINES OF COMMUNICATION. AS LUTHERANS, WE HAVE ACTIVELY PARTICIPATED IN THE RELIGIOUS COALITION FOR CABLE TELEVISION. WE HAVE PARTICIPATED IN THIS COALITION BECAUSE IT PRESENTS THE MOST LOGICAL WAY WE CAN THINK OF TO PRODUCE AND AIR MEANINGFUL PROGRAMMING TO OUR CONSTITUENCY. BY COOPERATING WITH MANY OTHERS IN THE COMMUNITY, EACH DENOMINATION CAN MAKE ITS POINT.

AS YOU MAKE YOUR DECISION AS TO WHICH COMPANY WILL OPERATE
THE SACRAMENTO FRANCHISE, PLEASE GIVE SERIOUS CONSIDERATION
TO THE NEEDS OF THE RELIGIOUS COMMUNITY. THE RELIGIOUS
COALITION FOR CABLE TELEVISION HAS WORKED FOR MORE THAN
A YEAR AND A HALF IN DEVELOPING ITS POSITION AND ANALYZING
COMMUNITY NEEDS. THE FRANCHISE WILL OPERATE IN THIS COMMUNITY.
IT IS IMPORTANT AND NECESSARY THAT YOUR SELECTION OF THE
SACRAMENTO FRANCHISEE REFLECT THE STATED NEEDS OF THE
COMMUNITY. PLEASE BE SURE THAT OUR CABLE TELEVISION OPERATOR
FILLS THAT COMMUNITY ROLE. THANK YOU.

Freight Checkers, Clerical Employees and Helpers

459 FULTON STREET SUITE 304 SAN FRANCISCO, CALIFORNIA 94102 TELEPHONE (415) 863-7607

August 12, 1982

Mayor and Council Members City of Sacramento City Hall 915 "I" Street Sacramento, Ca. 95814

Mayor Phil Isenberg Councilmember Lloyd Connelly Councilmember Terry Kastanis Councilmember Ann Rudin Councilmember Blaine Fisher

Councilmember Joe Serna Councilmember Lynn Robie Councilmember Doug Pope Councilmember Dave Shore

Dear Mayor and Council Members:

This Local Union wishes to appraise you of the fact that we have an on-going dispute with United Cable Television in the Bay Area. The problem arose in 1981 and continues to this day. Litigation continues before the National Labor Relations Board, and I understand will now go before the Federal Courts.

Local 856 had a collective bargaining agreement with the company in San Leandro, Hayward, San Lorenzo and Foster City. In the spring of 1981, the contract came up for renegotiation and after a series of unsuccessful meetings, the employees of United Cable TV voted unanimously to strike. They did strike and the company employed strike breakers. Local 856 was unable to get United Cable to reinstate the employees after we told our members to return to work even though the contract was not negotiated.

A subsequent NLRB representation election was conducted and Local 856 won the balloting. United Cable filed objections to the election, and after formal hearings, the Regional Office of the NLRB agreed that the objections had no merit. United Cable, then appealed to the NLRB in Washington, D.C....AGAIN, LOCAL 856 WAS VINDICATED!

Now the Company has informed me through counsel that they will not bargain with Local 856 and that litigation will be in the Federal Courts. This new employer move may last as much as a year or two! The fact that the company's objections have been rejected at every step of the procedure shows that the company is litigating this case solely for the purpose of avoiding its obligation to bargain with Local 856.

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The Joint Council of Teamsters #7, San Francisco Bay Area (comprised of 35 Teamster Local Unions), and the Alameda County Central Labor Council, AFL/CIO, has placed United Cable TV on the WE DO NOT PATRONIZE - UNFAIR LIST.

I would like the opportunity to personally appear before your body to more specifically relate the fact that United Cable TV has the poorest of labor relations with our Union. Please advise me if I can be placed on an agenda.

Respectfully yours,

Ben Leal

Secretary-Treasurer

BL:bc



4241 FLORIN ROAD, Suite 75 SACRAMENTO CALIFORNIA 95823

(916) 393-1060

Page 1

Saturday September 18,1982 Presentation date: Monday September 20,1982 Time: 7:00 P.M.

RE:

PAGASA Inc.. Presentation on Cable T.V. the combined City & County of Sacramento Cable T.V. Board.

BY:

Hy E. Gorre

REASON(S) FOR FILIPINO CONCERN:

For over the past (3) decades, conventional television has without question:

- 1. Impacted the attitudes, knowledge and lives of millions of people throughout America and the entire world, both from a positive and negative standpoint.
- 2. Has on occasion, "improved" the life style of millions, when properly utilized.
- 3. Where not properly applied, has in fact improperly created mis-impressions and in essence contributed to "depriving" people to constructive knowledge that they would have otherwise benefitted from.

The bottom-line conclusion is that when properly utilized, "positive" results to the entire nation can be achived.

Like any other group of people who have migrated to America during the past 400 years, they all have reason to be proud of their contributions of directly assisting this country in achieving a plateau during one of the shortest periods in the history of mankind. Those who are aware of their historical contributions in the moulding of this country posses without question a tremendous advantage over those who do not. This directly effects the factors of self-confidence, their entire ability to be contributive citizens, which in essence effects the entire populace. For those who doubt this, merely take notice of those who criticize welfare. Often, those same people are entirely against helping the have-nots, but are likewise against promoting ways in which the have-nots can be self reliant and to posses the very important ingredient of "self-confidence". We believe that the Cable T.V. Industry, when properly utilized can directly address this need that the entire community can derive benefit from.

During the past thirty (30) years, the American-Filipino community has never been afforded the opportunity to participate to any extent in conventional television. Today, being the third largest ethnic minority group in California, we wait no longer.....

Current media and educational institutions have miserably failed in their responsibility to the total citizenry of this area. It is bad enough for the broader public not to know that for over 250 years, Filipinos have, under the flag of the United States, protected their new found country starting in the War of 1812, have over 250 years ago been directly involved by working in masses as "cowboys" here in California, have in masses been contributing tax payers, but when the hundreds of thousands of Filipinos, who being born here in the United States, don't even know the story themselves, this is absurd and utter nonsense, particularly in a country such as ours... Again, we do not intend to permit this to continue.....

For over the past year, the PAGASA Cable T.V. Committee, with a mandate from their Board of Directors, have monitored and examined the variou proposals of all four proposers. We have found that all four contain areas of our direct concern. As of this date....... based on information submitted to us.....and which is now conclusive, that Greater Sacramento County Cable Incorporated's proposal most greatly comes near to meeting our needs and therefore is the recipient of our most sincere endorsement.

However, you can rest be assured, that we are likewise well aware of the fact that this does not necessarily mean that down the road in the future, our assessment could be the same and as a result, the PAGASA Cable T.V. Committee will most certainly continue to monitor our position.

Sincerely Yours,

Hy E. Gorre PAGASA Cable T.V. Coordinating Director

TESTIMONY TO THE JOINT GOVERNMENTAL COMMITTEE ON CABLE FRANCHISE SUBMITTED SEPTEMBER 20, 1982

by WILLIAM BRONSTON, M.D. on behalf of THE SCIENCE DELTA

Personal Introduction

As a parent, Special Assistant to the Director of the State Department of Rehabilitation responsible for the International Year of Disabled Persons, and as a resident of Sacramento for 8 years, I have been asked by the Sacramento Science Center and Junior Museum to develop a comprehensive 10 year plan...

Brief sketch of the Science Delta

(Please refer to attached 3 page description of Science Delta)

The SCIENCE DELTA is an idea and a community movement whose time has clearly come. The relation of interactive cable to the DELTA concept is absolutely strategic. Our concern is with the binding together of the entire educational system to move <u>all</u> our children, beginning with the 4th grade, within 10 years, into the top 10% of science and technology achievement in the nation. This must aim at meeting the massive local employment needs of the high tech industries that are settling in this region demanding tens of thousands to be computer literate both as producers and consumers in the immediate future. The two systems, education and industry, are inextricably intertwined and interdependent.

Both depend upon the home and family support systems and civic milieu of our community. (E.g.) An interactive cable system will be the most fundamental tool to create these three sectors and our local economy. (E.g.)

The realities that gave impetus to the SCIENCE DELTA plan are shocking and wholly relevant to your choice here this week... and later when you negotiate with the bidder of your choice.

*The overwhelming majority of our children, their parents,
and their teachers are computer illiterate and will not be
able to compete in relation to the demands of the coming
decade without access and skills in computer technology and
the information revolution. (FACTS from the SCIENCE DELTA PLAN)

*The greater Sacramento school system will not be able to afford the installation of the necessary hard and soft ware to meet these most basic needs on its own recognizance due to the savage cuts imposed by National and State priorities.

These two realities, the massive illiteracy/computer phobia and the economic crisis of the educational system, are compounded in relation to the economic and social survival of hi risk populations (the poor, elders, people with disabilities, and minority citizen.)

If a system that you select does not have the ability and policy commitment to provide for the universal installation of the highest quality and standard computer keyboard technology and interactive programming such that we move arm-in-arm into the future together, then the majority of our neighbors and friends will be excluded, defacto, from what must be the right of every home and institution in Sacramento to share in the fruits of this new age and its demands.

The cable system you choose must link us together, not just to a central transmitting system that controls, no matter how broad the range of channels, the cultural options that drown us now in mediocrity and irrelevance to our lives. People, all of us, must be able to use this precious tool to address and solve real needs in our lives beyond escape, relief, and entertainment.

What is in your hands is the choice, on behalf of all of us, to link us to each other. To establish the technology to link my children to others in their classrooms, in their neighborhood activities in growing and learning. You have the power and responsibility to double the power of our schools. The fact that the thousands of teachers in our school system have no idea what we are doing here today, and how what we do will affect them and their work and ideals...the fact that notes could not be sent

home with every child to bring parents to impartial forums at every PTA and School Board meeting to alert them of the epochal decision and process at hand is outrageous and cast real question over the objective position of the Educational Consortium. The majority of homes in Sacramento must have standard and adaptable computer capacity so that a demand will be sufficient to require that our teachers become computer literate and provide the necessary computer linked programming in their curriculums. Without sufficient numbers such a fundamental transformation can not be justified. This investment in our future, our children, is the single most important consideration that must guide your decision.

What is in your hands is to insure that the overwhelming majority of us can access the unimaginable ocean of information to make our lives richer, more valued, more international, more rational, more human (eg Science Delta). Again such data bases will only be developed if we install the kind of numbers of computer keyboards in our community that will bring the price down and make every commercial interest seek to include their contribution to our data banks.

What is in your hands is the opportunity to establish a system here, at the last frontier in the Nation, so advanced that it will draw visitors from all over the country. These visitors will hold conventions and conferences here, tourism must be predicated on seeing such a cable system network between home, industry, and school. Such a system of interactive cable must make living, working, and learning in Sacramento the most desirable experience directly leading to the economic well being of the entire community.

To opt for a cost that everyone can afford that buys "business as usual" is wholly out of keeping with the spirit and intent of the visionary RFP you had the courage to issue. People will pay for value. Great numbers of subscribers will justify keeping costs reasonable.

To yield to the strategy of which company has the most giveaways and community channel commitments is a cruel deception. The cost of programs for small interest groups and the lack of technical knowhow needed to create programming have, in other cities, led to this generous air time giveaway going unused. What is critically needed here is a contract with the bidder of your choice that will guarantee equitable and adequate support for community interest tied to an overall strategy of maximum home based interactive ability coupled with central programming capacity to support citizen use and needs.

You must bring the most universal technology to insure that every child in Sacramento keeps pace...so that we will all have help in our daily lives, interdependently, to gather knowledge and be counted in this life...rich or poor, majority or minority, young and old. Your decision must be a declaration of affirmative public policy and not just a commercial management decision.

If the SCIENCE DELTA is to become a reality in this region to benefit all our community you must choose a cable system to fit a future that includes the masses of your constituencies future needs.

Before the SACRAMENTO COUNTY BOARD and CITY COUNCIL Special Cable Hearing

September 20, 1982

ROBERT JACOBSON Sacramento Science Delta

Honorable Representatives:

3

The cable system that you authorize for the City and County of Sacramento will affect life in our community at least until the year 1999, and probably long after. Not only will it bring new forms of entertainment and instructional programming to this region, but it will also make possible new ways of working with information — the currency, so to speak, of Sacramento's future economy.

Choosing from among the four proposals before you is an uneviable task. The proposals differ radically in form and in content. Even armed with the minutiae your consultant has garnered from the four proposals, your ability to select the best possible cable system for Sacramento's future is severely constrained without design criteria against which the proposals might be judged.

Six months ago, as a private citizen, I came before you to recommend that this distinguished body set down in some detail service specifications for its cable system. At the time the recommendation seemed like one more unnecessary chore. In fact, your consultant argued against a firm RFP, suggesting that competitive bidding would produce

the best possible cable system for Sacramento. Now, a half-year later, you are in the uncomfortable position of having to make what should be a reasonably clear-cut technical decision on tenuous political grounds.

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Tonight I come before you as a representative of the Sacramento Science Delta, offering the resources of the Science Delta to the Board and Council. The negotiations following your selection of an operator will be the real test of Sacramento's ability to come to terms with cable: all political maneuvering out of the way, you and your staff — with the participation of the larger community — will be called upon to negotiate with a cable vendor the precise terms of a contract, including where cable will go, what services it will offer, and at what costs to whom. The Science Delta, with its concern for the future of home life, work, and education in Sacramento's information society, would like to be part of that process.

Two weeks ago the Science Delta cosponsored a public forum on interactivity, the ability of cable subscribers to communicate among themselves and with suppliers of programming via the cable. The forum was well attended by the public, which heard how each of the four franchise applicants intends to bring interactive cable to Sacramento. Our point was not to showcase the competitive features of the applicants' various interactive technologies and systems, but to emphasize how new interactive technologies can enhance life in Sacramento.

The Science Delta would be glad to convene more meetings on interactivity and other aspects of the new cable technology, with participation by local business, education, and community leaders, for the express purpose of providing you with your own knowledge of what Sacramento wants and needs -- not from the viewpoint of a distant marketing organization, but from right here in town. Then you can negotiate, on all our behalf, for Sacramento's best possible cable system.

The Sacramento Science Delta will <u>not</u> recommend to you a specific franchise applicant this evening. That would only serve to compound the confusion and amplify the political pressures that unfortunately must condition your franchise decision. We do stress the need for interactive capacity via a comprehensive cable system that reaches into every possible home, workplace, and school, so that the people of Sacramento can move together into the 21st Century. That, however, is a policy recommendation based upon a tentative assessment of the community's needs; it is not an endorsement of an applicant.

We are asking you, our elected representatives, and our future cable operator, whomever you may be, to cooperate with the Science Delta and other community groups in doing today what should have been done months ago — to seriously consider what cable can do for our region's "information environment." In a way, the task will be easier since we now know more about cable's technological possibilities. The challenge remains, however, to integrate cable communications with other dynamic factors in our region's growth — the arrival of high-tech industry, computer education in the schools, and the increasing information needs of the modern family.

We in Sacramento are perched on the edge of a revolution in the way we live. As one expert on technological change recently put it, "The immediate challenge, and a hard one, is to manage the restructuring in a more humane way than was typical of the original Industrial Revolution."*

The Sacramento Science Delta wants you to take seriously our concern that Sacramento's future cable system be comprehensive and interactive, and our offer to participate with you to ensure that the crucial negotiations ahead obtain the best possible cable system for Sacramento. Thank you.

^{*}Martin L. Ernst, "The Mechanization of Commerce," <u>Scientific American</u>, September 1982, pp. 132-145.

THE SCIENCE DELTA

PELTA: THE RICHEST AND MOST FERTILE LAND AREA CREATED BY DEPOSITS FROM MIGHTY RIVERS.

• IN SCIENCES, THE SYMBOL FOR CHANGE, ENERGY, CATALYST

1. WHAT ARE WE ASKING FOR?

- \$250,000 FROM TRANSIENT OCCUPANCY FUND (FROM THE CITY COUNCIL AND THE BOARD OF SUPERVISORS)
- A FIVE YEAR FUNDING COMMITMENT
- ADOPTION OF OUR RESOLUTIONS:
 - ADOPT THE SCIENCE DELTA CONCEPT;
 - WORK TO LINK THE SCIENCE DELTA WITH SACRAMENTO ECONOMIC GROWTH AND DEVELOPMENT
 - COMMIT STAFF TIME TO WORK ON DEVELOPMENT OF
 - A SCIENCE/TECHNOLOGY TOUR
 - AN ENRICHED SCIENCE/TECHNOLOGY SCHOOL CURRICULUM
 - JOIN IN THE PARTNERSHIP WITH SCHOOLS, BUSINESS/INDUSTRY, AND THE SSCJM TO DEVELOP THE IMPLEMENTATION PLAN AND THE RECOMMENDATIONS FOR A SCIENCE COMMISSION
 - HELP IN THE DEVELOPMENT OF A MEDIA CAMPAIGN

2. WHERE WILL THE REST OF THE MONEY COME FROM?

- BUSINESS/INDUSTRY:
 - -FINANCIAL INVESTMENTS IN THE SCIENCE DELTA;
 - -IN-KIND COMMITMENTS (STAFF TIME, FACILITIES, PROMOTIONAL MATERIALS, PROJECT DEVELOPMENT)
- SCHOOLS:
 - -FINANCIAL CONTRACTS FOR MUSEUM SERVICES;
 - -IN-KIND COMMITMENTS (FACILITIES, STAFF TIME FOR PLANNING AND DEVELOPMENT, DEMONSTRATION SITES)
- COMMUNITY ORGANIZATIONS:
 - -FINANCIAL COMMITMENTS;
 - -IN-KIND INVESTMENTS (DEVELOPMENT OF TOUR PACKAGE;
 PROVISION OF VOLUNTEER LABOR, FACILITIES, ETCETERA)
- MUSEUM PROGRAMS
 - -REVENUE FROM REGULAR PROGRAMS
 - -REVENUE FROM SPACEARIUM PROGRAMS
 - -REVENUE FROM TOURS

3. WHAT WILL THE TIME AND MONEY INVESTMENT BUY?

- A FULL TIME DEVELOPMENT COORDINATOR TO OVERSEE DEVELOPMENT OF INTERAGENCY PARTNERSHIPS, PROGRAMS, TOURS, AND ON-GOING FINANCIAL BASE.
- 4 PART TIME CONSULTANTS WHO WILL SERVE AS STAFF TO PLANNING COMMITTEES (STAR CHILD, 4 DOMAINS)
- DEVELOPMENT OF A MEDIA CAMPAIGN

WHO WILL THE SCIENCE DELTA AFFECT?

Schools: SUPPORT FOR PROVIDING ENRICHED SCIENCE EXPERIENCES; IN-SERVICE TRAINING FOR TEACHERS

Business/Industry: TRAINED GRADUATES TO FILL TECHNICAL

POSITIONS; LITERATE COMMUNITY; PLANNED DEVELOPMENT:

P.R. FOR PARTNERSHIP IN BUILDING THE DELTA

GREATER REVENUES FROM SCIENCE TOURS AND ATTRACTION COMMUNITY:

OF HIGH TECH FIRMS TO SCIENCE DELTA; ADDED REVENUES

FROM CONFERENCES AND CONVENTIONS SPONSORED BY

SCIENCE DELTA PARTNERS/

CITIZENS: SCIENCE/TECHNOLOGY CAREER INFORMATION; INTERESTING

SCIENCE/TECHNOLOGY PROGRAMS; IMPROVED SCHOOL PROGRAMS FOR THEIR CHILDREN; UNDERSTANDING OF TECHNOLOGICAL ISSUES THAT AFFECT DAILY LIVING

WHAT IS THE NEED FOR A SCIENCE DELTA?

CONSUMERS 1 & COMMUNITY:

-MOVIES, BOOKS, COMPUTERS, TOYS, MAGAZINES GAMES SALES INDICATE HIGH INTEREST IN

SCIENCE/TECHNOLOGY; 12 43

-NEED UNDERSTANDING OF TECHNICAL ISSUES

FOR INFORMED VOTING:

-NEED UNDERSTANDING OF TECHNICAL ISSUES

FOR DAILY LIVING.

BUSINESS/INDUSTRY:

-REQUIRE TRAINED TECHNICIANS/SCIENTISTS/

COMPUTER PERSONNEL, AND SEMI-SKILLED

WORKERS.

GOVERNMENT:

-REQUIRES AN EXPANDING TAX BASE AND

ATTRACTIONS FOR NEW BUSINESSES, TOURISTS

STUDENTS:

-NEED EXPANDED OFFERINGS IN SCIENCE/

TECHNOLOGY/COMPUTER EDUCATION LEADING

TO CAREERS.

-NEED UNDERSTANDING OF TECHNICAL ISSUES

AFFECTING DAILY LIFE.

TEACHERS:

-NEED SUPPORT AND RESOURCES FOR IMPROVING

SCIENCE/TECHNICAL OFFERINGS TO STUDENTS!

JOB SECURITY.

WHY THE SSCJM IS IN A POSITION TO FACILITATE DEVELOPMENT OF THE SCIENCE DELTA

CURRENTLY HAS STAFF AND FACILITIES TO PROVIDE SERVICES TO SCHOOLS AND COMMUNITY, SERVED OVER 120,000 PEOPLE LAST YEAR; HAS PROVIDED PROGRAMS FOR ALL OF THE REGIONAL SCHOOL DISTRICTS.

IN THE PROCESS OF BUILDING A SPACEARIUM - PROVIDE THE ONLY

PLANETARIUM FACILITIES WITHIN A 75MILE RADIUS.

NON-PROFIT ADVOCATE FOR SCIENCES: CAN FACILITATE INVOLVEMENT OF ALL COMMUNITY GROUPS, ORGANIZATIONS, AND BUSINESSES TO IMPROVE COMMUNITY-WIDE SCIENTIFIC LITERACY.

RECOGNIZED AS COMMUNITY LEADER IN SCIENCES: SERVED BY WIDE

VARIETY OF VOLUNTEER ORGANIZATIONS AND INDIVIDUALS

CAN SERVE AS TEACHER RESOURCE CENTER AND TRAINING COORDINATOR.

7. WHERE WILL WE BE IN TEN YEARS?

• STAR CHILD: Schools provide exemplary programs in science and technology

• TOURS: SCIENCE TOURS OF THE COMMUNITY ATTRACT TOURISTS,
VISITING BUSINESS REPRESENTATIVES

CONVENTIONS: State of the ART SCIENCE/TECHNOLOGY FORUMS
BRING EXPERTS OF NATIONAL PROMINENCE TO PROVIDE
THE LATEST INFORMATION TO EDUCATORS, BUSINESS
PEOPLE, COMMUNITY SCIENCE ASSOCIATIONS, AND
THE PUBLIC.

SCIENCE PROGRAMS: USING THE SPACEARIUM AND A MULTITUDE OF OTHER COMMUNITY RESOURCES, THE SSCJM HOSTS A VARIETY OF HIGH-INTEREST SCIENCE/TECHNOLOGY TOPICS RELATED TO THE 9 PROGRAM DOMAINS, AND AIMED AT IMPROVING COMMUNITY-WIDE SCIENTIFIC LITERACY.

• SCIENCE NETWORK: In ten years, the sscym and its partnership network will have created a complex, successful and self-sufficient science resource.

CAREERS: THROUGH THE RELOCATION OF HIGH TECH FIRMS TO SACRAMENTO, THERE WILL BE MORE, QUALITY CAREERS AVAILABLE TO SACRAMENTO RESIDENTS AND GRADUATES OF THE ENRICHED STAR CHILD CURRICULUM.

...PRIDE AND IDENTITY FOR SACRAMENTO:
THE SCIENCE DELTA.....

SACRAMENTO: THE SCIENCE DELTA

A PROPOSAL To the Sacramento City Council From the Sacramento Science Center and Junior Museum

The Sacramento Science Center and Junior Museum is currently developing and beginning to implement the first phase of the SCIENCE DELTA, a science education plan which will link the interests, resources and needs of schools, homes, businesses/industries, and government.

We are proposing that the City Council join with us in this effort by adopting the Science Delta proposal and concept, and by funding the initial development efforts for \$250,000, to be distributed in \$50,000 per year increments as the Science Center meets the following objectives:

YEAR ONE

(Please refer to our budget, pages 13 - 16 of the attached concept paper)

1. Form working, Science Delta partnerships between business/industry, schools, homes, and government.

a). Develop commitments from school districts for Star Child programs in pilot elementary schools. (See page 3 of concept paper.)

b). Develop commitments from business and industry in the greater Sacramento area to:

 Open facilities for Star Child/Science Delta tours (for children, families, and business representatives).

- c). Develop commitments from the media and local public relations firms to participate in a public awareness campaign.
- 2. Conduct statistical samples and complete a report with recommendations concerning the science education needs and interests of businesses, industries, and schools.
- 3. Convene Task Groups with representatives from government, business/industry, schools, and home/community to:

a). Begin development and implementation of the Star Child campaign to enrich science education in the schools.

- b). Study the feasibility of developing a Science Commission.
- c). Develop a public awareness/education science campaign.
- 4. Organize and begin implementation of Science Delta tours for children, community members, and business representatives.
- 5. Develop funding for a Science Delta program development coordinator position to oversee plan development, interagency agreements, and fundraising efforts.

- 6. Increase SSCJM membership subscriptions.
- 7. Implement funding drive to complete construction of Spacearium, and begin program planning.
- 8. Develop YEAR TWO plan and objectives.

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To include....

- 1. Complete design and begin implementation of a data and information retrieval system.
- 2. Create a Science Commission.
- 3. Complete Spacearium; begin programs.
- 4. Expand tour and convention capability.

YEARS THREE THROUGH TEN:

For general outline of 10 year plan, see page 5 of the attached concept paper.

TO: Members of the Sacramento City Council and of the Sacramento County Board of Supervisors

FROM: Donald V. Steward - Computer science professor, consultant, book and software author

INFORMATION BUSINESSES

I would like to say a few words about the importance of a <u>modern interactive capability</u> in the cable television system to be chosen so that <u>information businesses</u> can develop.

SELECTION and INTERACTION

We may consider two new capabilities of the systems being proposed. One is the <u>selection</u> from a greater variety of passive viewing options. The second is <u>interaction</u>.

The TV we are familiar with is a passive medium. We select from available offerings, then sit and watch. All the proposed cable TV systems offer a much greater selection than we had before. I too would like to see a greater variety of viewing to select from. But with the new cable TV systems, we may be extending our capability far beyond the point of diminishing returns. Will there be sufficient audience to watch all the shows that this expensive equipment and channel space will provide? The various bidders do not offer an important difference in the area of selection. It should not be used as the primary criterion to distinguish these bidders.

The most exciting prospect about a new cable TV system in Sacramento would be to have the best possible capabilities for providing interactive services. Since Sacramento will be the most recent addition to the family of communities offering cable TV, we should incorporate the best technological experience gained from earlier systems. We should also take note of the growth and changes in people's attitudes toward interactive media. Interactive capability does distinguishes the bidders and merits consideration as a primary basis for this decision.

THE GROWTH IN DEMAND FOR INTERACTIVE SERVICES

There are at least two indicators that demonstrate the current growth in the public's desire to use interactive information tools.

When hand held calculators were first considered, many companies rejected them as a possible product because they thought there wouldn't be a big enough market. They saw the market only as replacements for slide rules. Look at the market now. There are many people who have bought hand held calculators who would never have bought a slide rule.

The growth of home computers and arcade machines has been phenominal; more than doubling every three years. After many

years of passive TV, people now want to interact with the media.

The sophistication of interactive programming needs more development. That development will follow if we first have the interactive media in place.

We have already become an information society. Now we are straining to accommodate to this change. One does not have to read the computer magazines to see this; one need only read Business Week.

Many new businesses supplying <u>information</u> <u>services</u> will spring up once there is the right media for conveying their information. These businesses may provide shopping guides and order services, travel services, classified services, etc. These services cannot and should not all be handled by the cable franchiser. They will be supplied by many independent businesses. But there must be provision for these independent information businesses to provide their services through the network. I can't even imagine now what all these services might be.

As an example I can tell you that provided Sacramento installs a cable system with the necessary interactive capability, I would plan to set up a business to develop software to be run on the system, and to use the system to distribute software and courseware (Computed Aided Instruction). I have made an estimate that already there may be of the order of 20,000 home computers in the Sacramento area, about 10% of the potential Sacrameno area cable audience. This Christmas that figure will grow substantially. The recent growth has been 30% per year. This number is large enough to provide a good market for my services.

Computer Aided Instruction has been around for a long time, maturing and waiting for its opportunity. Its now coming with a rush. It even frightens some educators. As an educator I feel that it can make a valuable contribution to education at a time when education is greatly needed and in severe trouble obtaining financial support. I don't believe we could succeed in fighting it if we wanted to. We will have to become part of it.

Individuals will make many uses of these capabilities. Just as one example consider setting up a tennis ladder with players answering questions to establish their belief in their own capability, and the system setting them up with partners at convenient playing times.

STANDARDS

I think it would be very risky to build a system today that does not use the most up to date accepted and proven techniques to provide a high level of interactive capability. That in my mind would include at least the use of CSMA/CD (Carrier Sense Multiple Access Collision Detection), the ISO (International Standards Organization) seven level network protocol, the PLP (Presentation Level Protocol) for alpha-geometric graphics, and a

direct RS232C serial port for attachment to microcomputers.

KEYBOARDS AND THE CRITICAL MASS

Many of these services will require for their market a large number of people who already have keyboards. If the keyboards are not there, the businesses will not set up to provide the services that need keyboards. If there are not the services, people will not invest in the keyboards. This is a catch 22. Electronic mail and information services requiring more than very simple responses cannot get off the ground if only a few people have the keyboards necessary to respond.

The way out of this dilemma is to provide a system in which everyone has keyboards from the very beginning. This tells information businesses what they need to hear before they start. It produces an earlier revenue to the system to pay for the keyboards. It tells industries that Sacramento is the place with the environment where they will have these capabilities.

WHAT TYPE OF GROWTH FOR SACRAMENTO?

The Sacramento area has to decide whether to grow or not to grow. Growth brings increased employment and increased tax revenues. But it can also bring increase traffic and burdens on government services.

Over the fifteen years that this franchise will be in place, we can expect industries to locate where they can find good interactive information services. Such industries can employ many people who spend some part or all of their time working at home. They can more easily employ the handicapped. These industries can provide increased employment and tax revenues, with a smaller increase in traffic load.

SUMMARY

The four systems being offered all provide an increased selection of passive TV. While this added selection is needed, the systems are not sufficiently different in this respect to make a decision.

The real issue that distinguishes the bidders and should be the basis for the decision is the capabilities provided for interactive information handling for business, education, and personal use.

Providing keyboards for interactive services for business, education and personal use is just as important a subsidy as providing studios and cameras for making TV programs.

Sacramento cannot afford the risk of entering the future unprepared.

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

Sacramento High School

2315 34th STREET
SACRAMENTO CALIFORNIA 95817

August 20, 1982

The Honorable Phillip Isenberg Mayor of the City of Sacramento 915 I Street Sacramento, California 95814

Dear Mayor Isenberg:

As media production instructor at Sacramento High School, I am very concerned with the educational impact of the cable franchise proposals submitted to the Sacramento City Council and the Sacramento County Board of Supervisors. Each of the four franchise proposals offers an incredible variety of media gadgets that all need careful analysis. I congratulate you on the course you and your colleagues have set to consider each of the four proposals.

During the last year I have attended meetings and spoken with representatives from all of the companies submitting franchise proposals. During the course of this series of meetings, I have carefully presented current and future media needs, as I see them, for Sacramento High School, for the Sacramento City Unified School District, and for the Regional Occupation Program TV Careers classes taught on the Sacramento High School campus. I have received responses ranging from superficial interest to recognition and support of the media services and career preparation available in the Sacramento High School Media Production Center.

In my opinion, the United Tribune Cable franchise bid offers both the Regional Occupation Program and Sacramento High School students and faculty the opportunity to create a model high school media production facility for Sacramento County. I am encouraged by the prospect that the United Tribune franchise proposal might be selected. As a model media facility, the Sacramento High School site would become capable of serving the media needs of high school students far beyond our single cambus.

The United Tribune franchise proposal is a healthy step toward meeting local educational and entertainment needs with local production. In the area of secondary education, the United Tribune proposal is superior in its intent and financial backing to any of the other proposals. Please consider its superiority when you and Sacramento's other elected representatives make the final decision this fall.

Sincerely,

Douglas Peckham, Instructor Media Production Center

DP:jb

DEPARTMENT OF REHABILITATION 830 "K" STREET MALL SACRAMENTO, CALIFORNIA 95814

(916) 445-3971 Voice or TDD



September 20, 1982

Joint Sacramento Board of Supervisors and City Council Cable Franchise Committee c/o Bill Freeman 700 H Street, Room 7650 Sacramento, CA 95814

Dear Committee Members:

As a longtime Sacramento resident, I feel it imperative to add my voice to your deliberations on Cable TV because I believe the decision you will make this week stands at the forefront of the State and the nation in determining social policy related to this two-edged technology.

Largely due to the systematic discrimination and impact of technological underdevelopment, citizens with all sorts of significant disabilities and elders require the best assistive and adaptive technology not only to participate in the mainstream but to be seen as valued citizens by our neighbors and associates. The application of scientific revolution over the past decade has been profound and led to sweeping away the most savage and dehumanizing barriers that have victimized us.

We already have access to pacifying programming that floods the television channels. We are in desperate need of being able to reach out to the world around us...to be counted...to access the universe of data made available through the most advanced and adaptable computer keyboards. In addition, a sophisticated security system is essential to the broad range of health and protective needs of elders and people with disabilities.

Your role in shaping this franchise in the public interest is (in major part) to bring more than narrow cultural and small group interests to the final decision. It is not just for the "TV watchers"; it is in the interests of our economic development and citizen enfranchisement of the mass public that you must guard the outcome.

If the bidder's equipment is not standard to interface with all existing telecommunication and computer hardware, then an antisocial fragmentation of communication and information systems will result.

If the complete computer and security systems are not universally available to assure the lowest per unit cost, then interactive programs to serve our constituents will not be economically feasible.

Joint Sacramento Board of Supervisors and City Council Cable Franchise Committee Page 2 September 20, 1982

If the telecomputer capacity is not part of the first tier package for those populations whose parity in society requires computer literacy and access (such as children and teachers, consumers, and people confined by limited mobility), then a de facto discrimination will be imposed upon those at-risk groups in society.

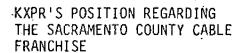
As you negotiate the final agreement, my Department and its resources stand ready to collaborate with you and the bidder of your choice to assure that the best fusion of technology and service exists for the vast population of people with disabilities and elders to universalize the use of interactive cable and assure full programmatic and technological access.

Sincerely,

Edward V. Roberts

Director

nembue aradde bet PZSPADDI LOU vidová vsni WDH I JA PIAZIEW





California State University, Sacramento 6000 J Street, Sacramento, CA 95819 Telephone (916) 454-6222

September 15, 1982

Bill Freeman Assistant County Executive 700 H Street Sacramento, CA 95814

Dear Mr. Freeman:

As you know, KXPR has been active in the cable franchise process during the past two years. Position papers have been submitted to the City, County, and every cable operator who has come and gone during this time. These position papers have described the expanded non-commercial public radio services that can be provided via cable FM. Extensive conversations were held with each of the companies prior to March 15, and the City/County drafted an RFP which listed KXPR as a priority for "Resource Commitments to Local Entities."

The result was that all of the companies included four or five audio channels for KXPR to program. However, only two of the companies provided the resources which are necessary to program the channels. Those companies are Greater Sacramento County Cable and United-Tribune Cable of Sacramento.

In terms of the resources offered to KXPR, a comparative ranking follows:

- 1) Greater Sacramento County Cable, Inc. 5,000 square feet of studio/office space plus \$1.281.000
- 2) United-Tribune 5,000 square feet of studio/office space plus \$680,000 plus matching grants
- 3) Warner Amex \$180,000 plus matching grants
- 4) Cablevision of Sacramento 225 square feet of studio space

Obviously, KXPR is supporting your vote for Greater Sacramento County Cable or United-Tribune because they have offered sufficient resources for KXPR to program the channel allocations. As you can see from the attached grid, Greater Sacramento Cable ranks first in terms of hard-dollar commitments.

Bill Freeman Page 2 September 15, 1982

The company which is awarded the franchise on September 27 will take hundreds of millions of dollars in profit from the community during the next 15 years. I firmly believe that the franchise should be awarded to a company which has promised to return some of those funds back to the community by financially supporting community service organizations such as KXPR.

KXPR doesn't view the funds which have been offered to community service groups as "handouts." A company which is awarded a monopoly position to earn money in Sacramento should be required to give something back to the community, and that was very clearly stated in the RFP which you developed. The best way to do that is through those local organizations which have demonstrated a commitment toward making Sacramento a better place to live. I hope you will agree that KXPR has a proven track record of public broadcasting service for this community. Cable will enable us to expand that service significantly and ensure some financial stability for the future. We intend to provide a very high-quality service to the cable companies on the channels which were allocated to us; thus we are being paid for a community service, not receiving a "handout."

But there is also a significant intangible factor which I would like to call to your attention. The two companies which have offered the most appropriate resources to KXPR have, not surprisingly, also been the most communicative and responsive to KXPR as we developed our proposal during the past year. In working very closely with local and national representatives from Greater Sacramento County Cable and United-Tribune, I have come to discover that they are straightforward, concerned, and truly committed to responding to the needs of the community. Although Greater Sacramento Cable has offered the greatest amount of funding, both companies have taken the time to understand our needs and have responded with resources which will make our proposal viable.

I have two serious concerns related to the Warner Amex and Cablevision bids.

I cannot accept the arguments of those companies that financial support to community service entities will result in higher rates to subscribers. The alternative to higher rates is slightly reduced profits for the companies. In light of the fact that the projected gross income is well over one billion dollars, the funds allocated to community organizations are a drop in the bucket.

I am uncomfortable with the notion that we can "negotiate" the terms of our agreement <u>after</u> the franchise has been awarded. This demonstrates an unnecessary lack of community commitment which has permeated the Warner Amex and Cablevision bids. Cablevision in particular has made virtually no hard-dollar commitment to KXPR.

Bill Freeman Page 3 September 15, 1982

Greater Sacramento County Cable and United-Tribune have somehow managed to make firm commitments to local entities; why couldn't the other companies? It would seem to me that KXPR will have very little negotiating power <u>after</u> the franchise has been awarded.

The point is this: If a company is responsive to the community organizations prior to September 27, there is a least a reasonable chance that they will remain responsive after the franchise is awarded. If the companies are not responsive now, I doubt there is any chance that they will change their attitudes after the franchise is awarded.

I appreciate and respect the fact that there are many factors which you must consider when making your decision. The well being of community service agencies such as KXPR is only one of the factors which you must consider. But it is an important consideration which you clearly stated to the companies in the RFP.

The purpose of bringing cable to Sacramento is to make our community a better place to live -- that has also been KXPR's mission during the past four years. On behalf of over 50,000 listeners and 6,000 KXPR subscribers, I strongly urge you to cast your vote for Greater Sacramento County Cable or United-Tribune. I firmly believe that these companies will best fulfill the purpose of making Sacramento a better place to live by working cooperatively with the City, County, and community organizations during the years to come.

Thank you for your kind consideration of KXPR during these proceedings.

Sincerely,

Phil Corriveau General Manager

SUMMARY OF RESOURCE ALLOCATIONS TO KXPR

	Greater Sacramento County Cable, Inc.	Warner-Amex	United Tribune	Cablevision of Sacramento
Signal Carriage	5	4	5	5
Space .	"up to 5,000 sq. ft. of space as needed by KXPR in the Sacramento Media Center" (value assigned by GSC for 15 years = \$1,248,000)	"minimum of 300 sq. ft. of studio space plus \$50,000 for leasehold improvements and equip- ment	"5,000 sq. ft. of space in the Community Telecommunications Center" (value assigned by UT = \$250,000)	225 sq. ft. productions studio
Equipment	\$156,000 (unrestricted)	\$130,000 (restricted, listed to different specs than requested)	\$250,000 (unrestricted)	unspecified
Operating Expense	\$1,125,000 total	Matching grants made by the Cable Television Commission exclusively for KXPR and KVIE	\$180,200 total (restriced) plus possible grants from "SC3" to local entities	none
Commitment Letter Included?	yes we want	no	yes	no
Total Value	\$2,529,000	\$180,000 plus matching grants	\$680,200 plus matching grants	unspecified
	A STATE OF			*

1601 Parkmead Way, Sacramento, Calif. 95822 September 15, 1982

Mr. William Freeman,
Asst. County Executive,
700 "H" Street, Rm. 7650,
Sacramento, Calif. 95814

Dear Bill:

As a local citizen whose professional work has kept me involved with public telecommunications policy for several years, I feel impelled to comment on the bidding for Sacramento's cable franchise. I am not financially involved with any cable company, and these comments do not represent a position by any organization in which I serve.

The attached two documents convey much of the information with which I've compared the current bids and bidders for Sacramento, but one observation surpasses all the others in its importance. As I've observed it from various angles over time, the United Tribune Cable Company stands out from the others as both forthright and discerning in its dealings with this community at large. It has impressed me, in both words and deeds, as the one easiest to trust to continue cultivating wide community participation in our new communication system. United Tribune itself has tried to point out, from its own experiences, that people rather than hardware systems make the decisive difference in how well a community adapts cable technology to its needs. UTC has given substance to those words by its approach to Sacramento in the past year.

- OUTC has been forthright in stating its proposed rates -- no hedging there in footnotes and unclear terms about "additional rental for converter" (which a subscriber has to have) or about installing a "security capability" (to which must be added the actual security system for a large additional fee). When UTC has not known a precise figure, it has stated so in honest language.
- OUTC's community access training center has been no mere promotional gimmick, but a sustained and substantial contribution to preparing us all for participating in the new system, whoever operates it. Only one company had the "savvy" to begin a hands-on orientation for the common folk; the benefits of this effort will remain after the franchise has been granted.
- OUTC has demonstrated, I believe as an educator, an accurate sense of the effort and the patient pace that will be needed in order to attain the best and widest use of cable by the whole community. No company can change the communication habits of a large population over night. UTC has shown special insight --not shown by the others-- into this "people factor."

Please look at those comparisons on my accompanying table which I have marked in red. From these you will see why my own analysis leads me to favor the United Tribune Cable Company to continue working with this community in using its new communications system.

Att: Table comparing applications Memo to Wm. Haldeman

Dale M. Heckman

incerely,

At your request I've jotted down the attached table with some of the comparisons of cable bids as accumulated in my thoughts over recent months.

As I've mentioned before, the only two horses in the race, as I've been watching it develop, are Greater Sac'to, and United-Tribune. The table includes some notes on Cablevision because CV provides such a distinctively different kind of proposal, for contrast. Warner-Amex, on the other hand, makes a conceptually similar bid but runs a dull third when compared to yours and U-T's, so I didn't take time to annotate W-A's column in the table for you

As must be evident, not all of these selected notes weigh in favor of the same proposer. On balance, however, these may help you understand why I decided not to give the endorsement you requested.

P.S.: Does "monthly converter rental" of \$2.00 as in GSC's footnote mean that Basic Service is \$4.75 rather than the featured \$2.75? Or is GSC's converter optional in some way?

NOTES IN COMPARING APPLICATIONS* FOR SACRAMENTO CABLE FRANCHISE

	Applicant:	Cable- Vision	Greater Saç'to	United- Tribune	Warner- Amex
1.	Rate for basic svc. (Tier I or Separate Security pkg) per month	No "Basic tier"; pkg incl. HBO, computr: \$19.50	\$2.75 42 channels** "Neighborh'd Watch" (+ \$2 "converter ren- tal" ??) \$29.95	\$1.50 38 channels Home Security avail. separately for \$1.95 to \$20. (nonsubscr's) \$29.95	
2.	Locus of cont- rol, major in- vestor(s)	rity \$125) 95% owned by N.Y. in- dividual	80% owned by parent firm. Canadian w/ U.S. "wholly owned" subsidiaries	750%-50% by 2 firms in U.S.	
	Investmt in other Calif. Cable systems			Hayward, Torrance, Alameda (new), Cuper tino	
•	Max. channels in system	118	120	122	
5.	Channels for loc. community use & access	19	25	21	
6.	Staff for comm'y. use/access chann.		14 full-time, 8 p.t minimum, local orig 20 "shared full-tm"	trained by NFLCP.	
7.	Resrch/Ascert'nmt of local needs & uses	2 yrs. dis- cuss'n "w/ residents"	} full-tm, 20 pt-tm ≤ 600 interviews by GSC	≥ 2000 interviews *Trng/Access Ctr, '82 Study by Price-Water house & Co.	
_	Handicapped Accom- modations	Hear.impair ed subscr's		On-going by Found'n. Sight/Hear.imp: Yes: for users & sub	
9.	Control of local origin. channel	Cablevision	Local investors	scribers ('Commits to 75% progr. by local producers)	
	Position of local origin. channel		Tier II	Tier I	
11.	Relat'n to/with Higher Educ'n.		Ed. Consort.: 5 char	Satell.Ctrs <u>at CRC</u> & SCC; KXPR-FM (CSUS):5 cha Local scholarships	
12.	Interactive capacity	Incl. in Basic pkg.	"Interactive Svc - Subscriber Response' \$5.95 per MG.	State Capitol cov'rg jt.venture w/CSUS+ Y'INDAX+The Source" \$4.95 per mo.	

^{*} Writer requested, as an interested local party, information from each bidder, and has worked primarily with the information thus received, plus some inspection of documents filed with City-County office. Response to "local inquiry" was thus significant.

^{**} GSC includes, in Tier I, two stations of each commercial network (e.g. the Sacramento affiliate of CBS and the San Francisco affiliate of CBS, and so for MBC and MBC), as well as two PBS affiliates.

NOTE: Analytic comparison of expenditures on community programming/access not completed because of inadequate information on matters such as "shared staff," "shared use," and whether operating grants include space rental. GSC and UTC seem clearly the most competitive in this area, however.

Cable TV Selection Committee c/o Sacramento County Board of a Supervisors 700 H Street Sacramento, Ca. 95824

Dear Committee Members,

Re: Cable TV Proposals

The hearing impaired persons in our area are deserving of equality in Cable TV offerings. We, the Mission Action Committee of Carmichael Presbyterian Church, in Carmichael request that you:

- 1. Weight your selection to give adequate consideration to the services being offered the hearing impaired.
- 2. Establish a minimum requirement for services to the hearing impaired to insure a level of service that will be non-discriminating to this important segment of our community.

Respectfully/yours;

Roger W. Blakeney

Chairperson

Mission Action Committee

Carmichael Presbyterian Church

Carmichael Ca. 95605

SI: Ed LI d3S Z8.

BOONTY OF SAFEAMENTO

To - < One copy for each>

Bob Dinsmore - Liz Brady

Bob Jacobson - Chairman, Cable TV Interactive Forum Ed Callahan - Dr. Martin Block - United Tribune - 2301 K St. -Sac Bill Quinn - Baxter Culver - CableVision - 120 I St. #200 - Sac 95814

✓ William Freeman - County and City - Sacramento, CA Elaine La Chappelle - Joe Gray - Greater Sacramento Cable - 2824 S St 95816 Steve Robbins - John Gage - Warmer-Amex - 2715 K St - 95816

Thank you for an excellent presentation last night at Sacramento Inn.

Cable TV is certainly going to have the opportunity to open the doors of knowledge - IF WE ARE READY FOR IT.

On one thing I hope we can all agree and cooperate - that knowledge must keep up with technology. Knowledge, it seems, needs more than Hardware" and Software. It needs THEEDIATE ATTENTION to the tool of all diciplines - our LANGUAGE.

For 17 of the last 18 years, our SAT scores have gone down.

During my lifetime. I have been dragged through a series of esoterical vocabularies - student, including one year of Law at Stanford, countersubversion agent with G-2, naval officer in WWII using the figheter direction vocabulary, real estate broker, contractor. Of one thing I am certain, our communication - our language - is more complex than need be. One thing needed is to overthrow the dogna that language is arbitrary. It is this "anchor' that is holding our students back. This offers an opportunity to you all in advancing communications.

We need to search new territories. Even such unusual things as the effect from a surmane need be studies. For example, what is the effect of the N as the last letter from Washington to Reagan, Jerry Brown and Pete Wilson being candidates, or Japanese products playing such names as Mikon, Datsun, Chinon, Canon, etc. In your special fields, should we make some small adjustments in language - AFTER STUDYING THE PSYCHOLOGY OF CHOICE OF SOUND AND SYLBOL? It is ambiguous to have computer mean both man and machine. One possible solution - Komputer= machine, Komputor= man, as in doctor, professor, mayor, senator, etc. Or, is QUBE a favorable word toward our goal of a more meaningful hanguage? Cable has a chance to lead.

Copy to Carol Iddins - Please share with Dr. Wm Bronston, Program Dir. Science Delta John Anderson, Museum Dir.

As I mentioned, I will be in England <Cambridge, Oxford, etc.> during Sept. and early Oct., but will be pleased to speak to your group at Science Delta when I return. There are few things we need as much as better means of communication, including Language Reform. The practical approach is through the various specialized vocabularies. Posed above are a few considerations for Cable TV.

Each sound and symbol need be considered - what does it really mean? as I have been doing with each letter. Enclosed are, for example, rough notes on observations I have made for the letter T.

WM FREEMAN

Please share with

ILLA COLLIN Annie Rubin TOBY JOHNSON Note to Wm Freeman - Several years ago, I went over the area of responsilibity of the County and City for Language as it plays in politica and as it should play in education. I saw Illa Collin, Anne Rudin, Toby Johnson, but have had no "follow up". With language becoming more complex and more obsolete each day, it is a serious situation needing the full cooperation of us all. Consideration of Cable TV should bear heavily on what can it do to bring us up to the needs of the 1980s in language. Cable TV can be saint or demon.

Sincerely,

R. E. Anderson 1230 Noonan Dr Sacramento, CA 95822

<916> 444-7356

PS - Copy to Ellen Simpson - Junior Museum - 3615 Auburn Blvd. - Sac
The letters U and H have meaning we seldom notice, as in museum,
gymasium, planetarium, and don't you call your display the
spacetarium. All through our language, U= A 'kontanur' eg jug, tub,
139 of our most common words. H= Surface eg mat, map, derm, farm,

It is surprising to find how few PhDs in Linguistics and English have even observed these various patterns of use. Cable TV and museums can fill some gaps.

"N names" in GEOGRAPHY

Wherein surnames have been used for GEOGRAPHICAL SITES, the Mason and Dixon line represents my theories well, as does the Hudson River.

For those familiar with the LAW OF PROBABILITIES, one example in foreign geography gives me over 500,000*to 1 support. But that is outside the US. so for now let's look at US cities that have been named for persons. No other letter can come close to matching N as the last letter in cities. THERE IS CAUSE AND REASON.

AL - Gadsden AK - Sutton AZ - Kingman AR - Harrison CA - Stockton .CO - Pt. Morgan CT - Groton DC - WASHINGTON **

DE - Milton FLA_ Jacksonville

GA - Calhoun

HI - From the ZIP directory. one can find a wealth of 'N names' in other states, but only Canton Is., a ringer, for HI

ID - Hayden Lake IL - Morton Grove

IN - Anderson

IA - Sheldon KS - Rutchinson

KY - Harlan

LA - So many states have Jackson, Franklin, Madison counties. So few have Adams, Jones, or Smith. In that field, the Ns Winn. There is cause.

ME - Houlton

· MD - Easton

MA - Lynn

町 - Jackson

MN - Austan

MS - JACKSON *

MO - JEFFERSON CITY *

MT - Bozeman

NE - LINCOLN *

NV - CARSON CITY *

NH - Franklin

NJ - Paterson

NM - Raton

NY - Staten Is.

NC - Winston

ND - Dickinson

OH - Steubenville

OK - Norman

OR - Pendleton

PA - Scranton

RI - Cranston

SC - Greenville

SD - Madison

TN - Johnson City

TX - AUSTEN *

UT - Ogden

VT - Lake Champlain

VA - Staunton

WA - Pullman

WV - Buckhannon

WI - MADISON *

WY - Sheridan

Here are but a few of the Military Bases having "N names":

McClellan

Hamilton

Ft. Mason

Norton

Eilson

Eglin

Holloman AFB

Cannon AFB

Ft. Stanton

Ft. Atkinson

AS I OFTEN REPEAT, ONLY TWO STATES ARE FOR SURNAMES -

Washington

Penn

There has been a lack of study of the psychology of choice in geographic naming. If a study were made, it would confirm my theory that there is a psychological drift to 'N names' in geography.

For Law of Probabilities

A professor at USI attempting to counter my theory as to N < I have some data for every letter we use> spent hours going through the LA phone book to determine for his satisfaction that in the general public 1 in 13 names ends with N. For my 1 in 500,000 I have used 13 rather than 26, 26 being a to a.



DEPARTMENT OF GEOGRAPHY SALT LAKE CITY, UTAH 84112 801-581-8218

May 25, 1981

Mr. R. E. Anderson 1230 Noonan Drive Sacramento, CA 95822

Dear Mr. Anderson:

As I glanced at your memo concerning "the natural drift toward words ending with N for geographical sites," I was struck by how many geological terms also end in N. Almost all of the terms that relate to episodes of continental glaciation in North America, many of the terms that relate to episodes of mountain building, and practically all of the terms that relate to subdivision of geologic time into zones based on fossils also end in N.

I won't be able to attend your meeting on May 29, but I thought that maybe the above observations regarding geologic names might be of relevance to your study of language.

Sincerely, Soud R. Currey

Donald R. Currey Associate Professor

with language; to sort the sense of sight - and its objects - from the other cences is, addittealy, not an easy task. Thick, thin, fat, gamet, etc., are fairly casy. And treative, composition, article, tract are usually visual. However, we may need to coin synonyme for "tante", "bleat", "felt", "ton", "touch", etc. Hany of these are mabiguous environ, unfortunite language. We may need to redirect the use of many words. One emmot chare a bout. on the radio but can see it on TV - struggle, contest, match, netion, suction, fest, event, object, article, gaget, thing, matter.

We turned expect perfection - just a trend toward a more meaningful language. Such words as "see" will probably remain ambiguous. The language of color will probably remain for yours will little use of the key letter, T, for

'Experto' may protect their comi-private vocabularies by which they snow the public: A Latin phrace to release an awowed criminal. The aroun of a wine that is hard to swellow. A tear that is heard, Thunder. An out-ofsight thee.

But what if a little cooperation between us will show a system to improve language? THE GOAD IS GREAT. THE EFFORT NOT EXCESSIVE. If my theories are correct, all we have to do is give proper and meaningful language a fair chance against any protection of those portions of our language that need charge.

RSVP

For those that demand a look at the past when studying a symbol or sound -T, as a symbol, probably started life as a visual counter - use of sticks and stones. In ingrained language of the shepherd counting sheep or the mathe of counting star clusters it had a pattern of use which continued through words such as Talmud, TV.

Related symbols were and are X and S.

ti: Net 生 くつのよわ tully <reference> distionary, register, thembouttof, receipt incuription Kreeiges perceription, bulletin, note, notice, manifest Egglygns buttern, print

<cireers dictinguish, dictinat, <regme)</pre> commine> orderination, inspect, secutionics, study, investigate, test coore Kapyo Kourvoillanced - detect, pursuit, <googte> <ogle> <gazde> ctare <gli>impse> <a:22:22 <e4a+a> <glambe> No To sort appelation

Por T, color is a surprise and disappointment

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(ANTIQUE

"Littong the ocycral kinds of beauty the eye takes most delight in colors" - Joseph Addison beauty, tattoo, thusberint, necktie, hair cut, part, permanent, orthographic,

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nath count, digit, toons, ...th, thousand, nositate nerigantian, outstact, blister somet eight, three, two, two Barry POLITICS - The candidate must become visible

RAVIGATION - pilot, antrolabe - which, of course, relates to start, which ARCHITECTURE, CONSTRUCTION - Mice it in the attic, look from the farmet etructure, style, theodolite, transit - which, of course, relater to

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HOW CAR ANY INTULLIGENT PERSON DAY LANGUAGE IS ARRITHANY? 1 think that I shall never nec A Bhl observant to . T.

GESTAR.

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T relates to VISIBLE
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                                       WYLITER 2
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Sacramento City Council Page 2

that both networks, subscriber and institutional, be installed in a parallel configuration as to guarantee access to either or both systems from any point in the network.

Secondly, we would recommend a system which maximizes geographical area access through the utilization of transmission "hubs". The greater the number of "hubs" the more selective an access area could be for disaster information or special program viewing. By targeting only the effected area(s) in the event of a disaster, we could eliminate widespread panic and surely reduce the number of persons entering the area who might loot or commit other crimes as well as those who would just want to see "what's happening".

Third and perhaps the most important factor for the Emergency Services, we would desire a system which includes or provides a fire and security network in the basic package. We believe a system which provides this network in the basic package, exclusive of installation, would encourage more participation by subscribers than one which would increase the monthly service fee through an additional contract. The Fire and Security network should be controlled solely by the cable company for uniformity and consistency and should also provide complete redundancy on the network which would insure the integrity of the system should the primary channel become disabled or central station equipment fail.

Fourth, we would ask you to consider a system which would provide in its basic package an alpha-numeric keyboard in lieu of a touch-tone key pad. An alpha-numeric keyboard would help increase the ease of operation through its typewriter design. conjunction with the alpha-numeric keyboard, we would recommend a system which could provide connection to national data bases by means of a gateway access. National data bases could provide our emergency services operations with pertinent information regarding hazardous materials, poison control, or criminal statistics reports as well as non-emergency information such as grant availability. A keyboard connected on a data channel or frequency to a host computer could increase efficiency by streamlining operations. It might not be necessary to maintain the volumes of paper presently required in our incident report system, requests and acquisitions for inventory control or budget requests and preparation.

Last, but by no means least, we solicit your consideration of a system which provides in its basic package, individually addressable converters connected directly to the network. Addressable converters would enable direct transmission of specialized instructions or training materials to selected residences of off duty personnel. Because of the content and varied nature of our training programs, ie., arson detection, disaster preparedness, terrorist activities or our communications systems operations, the routine transmitting of this information to the general populous is not desirable. The addressable

Sacramento City Council Page 3

converter system could also be used in time of a disaster for the relaying of information to trained professionals in specific areas, through "hub" networks, to assist in the rapid deployment of those personnel with uniform instructions or direction for operations in their areas.

In your consideration of our specific requests, we also feel it is imperative that we, the emergency services with the Fire Department in particular, be involved in the contract negotiations process to insure our unique and specific needs are met.

We believe it is the general feelings of not only the emergency services, but everyone who will be touched by the cable television system that we, Sacramento County, have the opportunity of possessing the most modern and sophisticated cable television network not only in the state, but perhaps in the entire nation. It would be truely gratifying to have other municipalities look upon our County with respect, admiration and possibly envy as a leader in the area of cable television for entertainment and communications.

Very truly yours,

Dave L. Stoddard President Sacramento County Fire Chiefs Associatio

by:

James A. Aalgaard

Vice President

SACRAMENTO MUNICIPAL UTILITY DISTRICT'S TESTIMONY BEFORE THE SACRAMENTO COUNTY BOARD OF SUPERVISORS AND THE SACRAMENTO CITY COUNCIL ON CABLE TELEVISION

Good evening. My name is Don Martin. I am here representing the Sacramento Municipal Utility District. My purpose tonight is to present SMUD's position on Cable TV in Sacramento. It is not SMUD's intention at this time to recommend acceptance or rejection of any of the applicants for the cable franchise. Instead, SMUD is here tonight to share with you the reasons why SMUD is interested in Cable TV and what SMUD is proposing to accomplish with Cable TV so that in your deliberations you can consider our input in making your final selection.

As you are aware, SMUD is the sole distributor of electrical power to most of the residents of Sacramento County. In this capacity, SMUD is now faced with the necessity of planning how best to serve the community of Sacramento in the next twenty years. As you may know, SMUD recently adopted a long-range Resource Plan which includes a mix of increased generating capacity and increased conservation to meet the growing electrical needs of Sacramento. SMUD has determined that conservation can be an effective component of its effort to meet the electric needs of Sacramento at the lowest possible cost.

To the extent that SMUD is able to install effective energy management and system monitoring and control equipment and thereby limit and shape elecrical loads, SMUD can reduce the need to add expensive new sources of generation while meeting the growing needs of Sacramento. To meet this goal of effective energy management, SMUD has been investigating alternatives for adequate, reliable and cost-effective two-way communication systems to act as a vehicle for implementing a progressive energy management program. In this investigation, several options have been considered, including: (1) UHF/VHF radio, (2) power line carriers, (3) leased telephone lines, and (4) broad band coaxial cable. As a result of this investigation and research, SMUD believes the use of broad band coaxial cable is far superior to any other potential available option in providing SMUD and Sacramento with an effective, flexible vehicle for energy management. It is for this reason that SMUD is interested in the development of a cable television system for Sacramento.

The type and scale of the energy management system that SMUD is considering and hopes to implement in the next twenty years is at the frontier of technological development. To SMUD's knowledge, no similar system exists in the nation. SMUD, the Sacramento community and the successful franchisee have an opportunity to work creatively together in applying new technology to advance the public interest. SMUD is proposing that the successful applicant, the community and

SMUD work together to insure continued low-cost reliable energy for the citizens of Sacramento.

The basic functions of the cable energy system which SMUD hopes to develop can be divided into two categories:

(A) Energy management functions, and (B) monitoring and control functions.

A. Energy Management Functions

The objective of the energy management function is to enable SMUD, working in conjunction with its customers, to gain greater control over the patterns of demands for electrical power and to improve energy conservation. Among the programs which would be available with a drop from the cable system at each customer's location are the following:

- (1) Load management. Electrical power requirements during peak demand periods are projected to grow considerably in the next twenty years. This growth, if it is not modified by a change in use patterns, will require the installation of expensive new generating capacity. It will be possible with the cable system in place to install terminals which will permit the cycling of major electrical appliances and equipment in a manner which will reduce peak demand while not interfering significantly with customer use, thereby reducing the need for additional plant capacity and maintaining SNUD's current low rate structure.
- (2) <u>Automatic meter reading</u>. The customer's cable system terminal would also permit SMUD to perform remote meter reading by means of electronic signals. This capability would

allow SMUD to establish a "time-of-use" rate structure, i.e., varying rates depending upon the time of usage. In other words, electrical power would cost the customer less if it was consumed during lower demand periods. Such a rate structure would provide a marked incentive for a more evenly distributed power usage, offer customers the ability to lower their electrical bill and delay or reduce the need for expensive new generating capacity.

installation of keyboard type equipment which would provide customers with energy related information. The information provided could include the customer's energy consumption, power demand at any given time, the billing rate at any given time, and the current total bill. SMUD believes that the availability of more accurate and current customer information will assist customers in planning their energy consumption more effectively and thereby reduce the need for additional plant capacity.

B. Monitoring and Control Functions

In addition to serving as a means for energy management, the cable system would also provide the means for monitoring and controlling SMUD's utility functions. By improving SMUD's control over the electrical system, coaxial cable will enable SMUD to increase its efficiency in distributing power to its customers, thereby reducing the cost to the customer while maintaining reliable electrical service.

In order to accomplish the goals listed above, SMUD distributed to the City of Sacramento, County of Sacramento and each of the applicants a Statement of Requirements providing an extensive description of the technical design requirements necessary to meet SMUD's needs as described above. Copies of the Statement can be obtained from SMUD by anyone who would like further information as to the nature of our participation in the Sacramento Cable TV system. SMUD is requesting that the City of Sacramento and Sacramento County consider in their deliberations the information provided to you by SMUD.

After you have made your selection of the tentative franchisee, it is our intention to engage in a technical and business discussion with the firm you have selected to determine whether an agreement can be reached between the tentative franchisee and SMUD for establishing a cable energy project. It is SMUD's desire that through a cooperative effort with the successful applicant, the City of Sacramento and Sacramento County the community of Sacramento will receive the benefits which can result from the innovative use of coaxial cable in the manner described in the preceding testimony. Thank you for this opportunity to present SMUD's viewpoint with respect to cable television in Sacramento.

LETTERS OF SUPPORT FOR CARLEY SION

2634 El Segundo Drive Rancho Cordova, Ca. 95670 13 September 1982

Board of Supervisors Sacramento County 700 H Street Room 7560 Sacramento, Ca. 95814

Gentlemen:

I would like to take this opportunity to share with you my belief that Cablevision's proposal for providing cable television to our community is technically superior to all other proposals under consideration.

I have no experience with cable television, but I have been an owner, operator, and programmer of a home computer for nearly three years. As such, I feel strongly that Cablevision's computer keyboard feature will provide the basis for a system that will not be obsolete before it is installed. Afterall, when companies the size of IBM aggressively pursue the home market, it seems clear to me that the home computer can no longer be regarded as a toy but rather as an affordable technology whose time has come.

Therefore, I urge you to accept Cablevision's proposal and help make Sacramento a computer literacy example for the rest of the Nation.

Very truly yours,

Melvin W. Standart

Contin Executive William Freeman, asst County Execution 700 H St. Room 7650. Sacramento, Ca. 958/4

Dear Mr. Freeman

Will you please include this letter as part of the public opinion to be considered by the Board of Supervisors when deciding the type of cable I would like to have the services of Cableviewon because of its uniqueness 4 usability. We are certainly going into the computer age and with this capability we are one-step ahead. Both adults I children will be trained at home to use the Keyboard which will probably the orl tool de will be using it the fature. The HBO feature is also good. I have enjoyed HBO until Cal-Sat switched to Movicine At the present time I'm paying \$21.00 a month of not happy with their programming So if Cablevision Charges \$2000, with the added features of 80 channels plus a emputer keyboard, this will be a tremendous advantages for me and other Cal-Sat subscribers (you must have heard about all those complaints against Cal-Sat hope that the Board of Supervisors will. vote for Cableirsion.

9-20-82

Ruby Worg

Joint Sacramento Board of Supervisors and City Council Cable Franchise Committee c/o Bill Freeman 700 H Street, Room 7650 Sacramento, CA 95814

Dear Committee Members:

I have spent a considerable amount of time weighing the strengths and weaknesses of the four bidders among whom you must choose Sacramento's cable franchise.

In my public capacity, I have presented a viewpoint that addresses the programmatic and access needs of elders and all persons with disabilities. This viewpoint did not, could not, endorse any private company by name. However, as a longtime Sacramento resident and private citizen, I feel so strongly about the implications of your choice that I am writing to focus my endorsement on the CABLEVISION package.

I want the alphanumeric computer system in my home, and I believe that only as part of a basic package will we see the full fruits of this incredible tool to bind our community together and accelerate beyond the mindless limits of television viewing to the interactive potential of this technology.

The key to whatever power interactive cable can provide us depends heavily on the contract you negotiate <u>after</u> selecting CABLEVISION. I hope you will see the urgency to reach out to the citizenry in hearings again to develop the protections, programs, processes, and expert participation to assure the potential of the CABLEVISION basic package is fulfilled.

I am at your disposal in this regard to assure the final system brings people with severe disabilities into full participation and presence in our community.

Sincerely,

EDWARD V. ROBERTS

Edward V. Roberts

CABLE T.V. Written testimony from persons/aroups scheduled to testify on 9/22.

SECOND
PACKET

My name is Raymond Koegel. I am an Associate Professor in the Communication Studies Department at California State University, Sacramento.

My area of specialization is instructional telecommunications. My purpose here tonight is to make comments about the four bids and to recommend a company to build the Sacramento cable system. I am speaking here as a citizen. I represent no institution, nor do I have a relationship with any of the bidders. I have five comments.

- 1. A cable system is most useful to <u>all</u> citizens if it is built and run as an interactive telecommunications service rather than a program origination and distribution service. Community access is appealing in theory, but in practice only small groups of interested citizens will take the time out of their schedules to participate in creating programs, and these programs will typically serve very small audiences. In contrast <u>every</u> subscriber will, through either necessity or interest, use one or more of the <u>interactive</u> services.
- 2. Reinvestment of operator revenues is best accomplished through developmental funds for building local communication loops so that electronic mail, access to remote data bases, teleconferencing and interactive instruction can become part of Sacramento's communication environment. This manner of reinvestment will have a much greater impact on Sacramento than block grants to different community groups. With the exception of public broadcasting the block grants that are offered by United Tribune and Greater Sacramento Cable will have absolutely no effect on my life or the lives of many other Sacramento citizens. Interactive services touch everyone.
- 3. In order to have true interactive services you need a full alphanumeric keyboard. A response pad limits the users to communicate

only in terms of options that the system programmer has created for him or her. An alphanumeric keyboard lets an individual create his or her own messages and tailor data base usage to suit their unique needs.

- 4. In order for interactive services to work, as many people as possible must be provided with the keyboard as quickly as possible.

 Many innovative communication services most often die or falter because there is no one with whom to communicate. I am less likely to use electronic mail if only 1000 people have terminals than if 250,000 people have them.
- 5. Because of the greater control that interactive services offer people in their lives (and the greater efficiency they provide for routine communication transactions), individuals and groups will want these services over the next five years. The market appeal of interactive services is definite. The choice you have is not whether these services are desirable or important, but whether they will be available to a small minority of Sacramentans as expensive add-ons, or offered to all subscribers as an integral part of Sacramento's cable system.

Those are my five comments. Given the strong local communication network that Cablevision will build, the resources committed to developing local data bases and services for that network, the willingness to put a full alphanumeric keyboard in every home, and the recognition that institutions will also need and want sophisticated interactive services, I strongly urge that Cablevision be awarded the franchise.

You have the opportunity to make Sacramento not only a better place to live but a truly unique telecommunications environment. I urge you to take advantage of this opportunity. It literally happens only once in a lifetime.

TESTIMONY BEFORE THE JOINT GOVERNMENTAL COMMITTEE ON CABLE FRANCHISE

by SCOTT MILLER

Hello. My name is Scott Miller. I am 12 years old. I attend California Middle School. I'm here to ask you to vote for CABLEVISION. When I saw CABLEVISION's supplement in the SUNDAY BEE, I asked my parents if I could have the keyboard. They told me the City Council and Supervisors hadn't decided which company would serve Sacramento yet, so I thought I'd come here to tell you what I think.

I like computers. I got my first Atari 3 years ago as a gift. I like to play the games. I want to learn how to program so I can make video games. That's why I enrolled in the Kids on Kampus program this summer. I met Mr. Dolan, CABLEVISION's president there. He told us about his company and about computers.

There are no computer classes at my school so I have to go somewhere else to work with them. That's why I want to go to McClatchy. I'd like to have the keyboard in my house. Then I could play games with other kids even when they are at their house. The system also would allow me to do drawings by computer and it would help me with my math. I need help with my math.

I really want one. I think it would be neat. So please vote for CABLEVISION. Thank you.

Corol Iddins

872 42nd Street Sacramento, California 95819

916-457-0703 916-967-6555

September 21, 1982

Joint Committee on the Cable Franchise c/o Bill Freeman County Administration Building 700 H Street, Room 7650 Sacramento, California 95814

Dear Committee Members:

As consultant to the Science Delta and planner for the CATV-INFO Interactive Cable Television forum, I cannot endorse any one cable TV applicant.

However, as a private citizen, educator, home consumer, and future parent, I find it imperative to speak out in favor of the interactive system proposed by Cablevision of Sacramento.

As Mr. Gann acknowledged, the Cablevision interactive proposal stands alone as a unique offer to bring Sacramento's residents into the technological age. WE DON'T NEED 115 CHANNELS OF MORE-OF-THE-SAME! You have already led the nation in designing the most thoughtful Cable Television RFP ever proposed. Now you must continue in your leadership role by giving Sacramento more than a glossy package of television channels and (promised) community programs.

The argument against Cablevision's advanced technology is that it is untried. SO WAS THE COLUMBIA, but it flew, taking America into the forefront of space travel. You and the Joint Committee on the Cable Franchise have a responsibility to give Sacramento residents - EACH ONE OF US - the opportunity to bring the computer age into our homes. Only Cablevision offers this potential.

Poor people can afford \$19.50 per month (in most cases). However, it is unlikely that any of them will afford higher tiers offered by the other systems, and thus will be denied the opportunity to participate in the interactive/computer aspects of Cable. You: must ensure that the poor, the elderly, the disabled, and members of the minority community will benefit from the fantastic educational opportunities offered by Cablevision's alphanumeric keyboard.

Sincerely,

Carol Iddins



INTERDEPENDENCE

Honorable Edmund G. Brown Jr. Governor

> Dr. Wilson Rifes Department of Education

Mr. Ed Roberts Department of Rehabilitation

SPONSORS

Honorable Thomas Bradley Mayor of Los Angeles

> Ms. Linda Bove Actress

Honorable Claire W. Burgener Congressman

> Mr. Richard Chavez Businessman

> > Ms. Goldie Hawn Actress

Mr. Gordon L. Hough Industry Education Council of California

Mr. Scott Kovelik Student State Board of Education

> Mr. Owen Marron AFL-CIO

Dr. Linus Pauling Scientist

Mr. Itzhak Perlman Violinist

Mr. Christopher Reeve Actor

Mr. Reese Robraun American Coalition of Citizens with Disabilities

> Wilma Rudolph Athlete

Senator Alan Sieroty California Legislator

Assemblyman Art Torres
California Legislator

Assemblywoman Maxine Waters
California Legislator

Mr. Stevie Wonder Recording Artist

Mr. Milton Younger Esq. Lawyer

Joint Governmental Committee Sacramento Cable Franchise c/o Board of Supervisors 700 H Street, Room 7650 Sacramento, CA 95814

Dear Committee Members:

I am deeply concerned, passionately concerned, about the outcome of your deliberations regarding the cable franchise. There are many issues involved, issues that are by no means policy level considerations that obscure what is at stake.

The two truly profound questions are related to the <u>cost</u> to the family consumer and <u>what that cost will buy</u>. The "risk" involved, in the main, is the risk that the technological revolution will preempt anything we decide here at this time and possibly change the most basic terms of your decision in the immediate future.

There are some givens that must be stipulated:

- 1. You will choose one of the four systems and bow to the profit incentive therein, regardless.
- 2. The impact of what we buy must emphasize the interactive components and have tangible civic, educational, and commercial benefit to Sacramentans.
- 3. The majority of people involved in the lobbying effort base their vision on what they know and have experienced coupled with a "right now" payoff surrendering the ideal as "untested".
- 4. The alphabet keyboard is the only universal and fully adaptive communications system.

Sitting in the hearing last Monday was frustrating in the extreme in the face of the mediocre level of testimony. My vision of the people of Sacramento confronted by a deluge of mesmerizing, pacifying, stupefying channels of viewer TV and the image of the gold tossing strategy of some of the companies to deliver desperate constituencies to the hearings in competition with each other was a nightmare.

We are one in this town! One company will get the franchise and it is the role of your contract negotiations to extract the benefits that you know are needed by all of us. What is at stake, in my opinion is the level of commitment of technology to the public.

THE BOTTOM LINE IS THE INSTALLATION OF THE ALPHANUMERIC KEYBOARD IN EVERY HOME OFFERED BY <u>CABLEVISION</u>. That is what will revolutionize everything that we know in communications and community relations. That is a decision in the interests of <u>all</u> our children that will force the educational system to modernize itself. The educational establishment in its testimony represents the teachers, not the students or the masses of children not yet in school. The majority of teachers, are either wholly ignorant of the implications of computer assisted education or terrified of it!

Through the contract negotiations you can establish conditions to control the costs. The fact that the CABLEVISION system is untried is not a decisive one. If you decide as a matter of public policy to provide a computer terminal in every home, on the first cut, there will be the incentive and the public support to make it work and put Sacramento on the world map. That is the decision that will support us as community leaders and organizers to marshall our populations to rise to the opportunities intrinsic to such a material benefit.

CABLEVISION, regardless of its drawbacks, drawbacks shared by each company, elevates the issue to its ultimate public policy challenge with their package. We are in this thing together as community leaders. Let us squeeze out of CABLEVISION the contract procedures and assurances that are needed to make ours the first population in the world that votes entirely for the mass if its children.

Sincerely,

WILLIAM BRONSTON, M.D.

Chairperson

PROJECT INTERDEPENDENCE

PROJECT INTERDEPENDENCE



INTER DEPENDENCE

Honorable Edmund G. Brown Jr. Governor

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Mr. Reese Robraun American Coalition of Citizens with Disabilities

> Wilma Rudolph Athlete

Senator Alan Sieroty California Legislator

Assemblyman Art Torres California Legislator

Assemblywoman Maxine Waters California Legislator

> Mr. Stevie Wonder Recording Artist

Mr. Milton Younger Esq. Lawyer PROJECT INTERDEPENDENCE is an unprecedented partnership between the public and private sector and California's youth. It was created during the International Year of Disabled Persons as the sole commitment of the State of California to further the United Nations principles of "Full Participation and Equality."

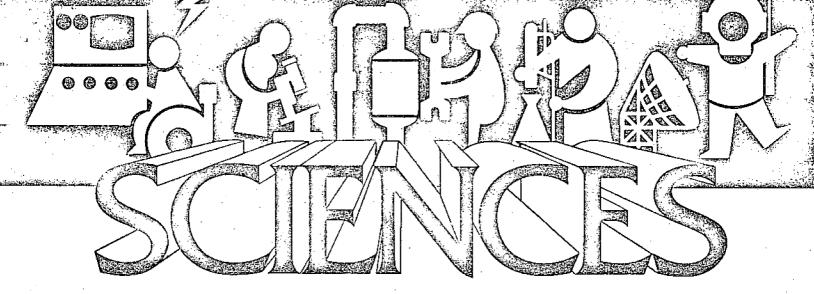
Its aim is to bring high schools students together from throughout the State, half with disabilities and half without disabilities, to work together in their schools and local communities to fundamentally change attitudes of intolerance, eliminate barriers to individual achievement, and advance a model for citizen leadership that has powerful peer and media appeal.

The heart of the campaign, which is projected for at least 10 years, requires a concrete sharing with the private sector that emphasizes knowledge, staff and resource exchange. A private non-profit corporation is being designed to establish collaborative governance. Symbols and individuals with extremely high prestige are being sought to insure that the multiplier effect of the work done will reach far beyond the numbers of youth actually involved.

The students are trained in a wilderness camp as change agents and leaders where interdependence has immense significance and where the greatest physical and psychological impact can be gained with the young people. The activities or projects the students are asked to organize locally, focus on high energy, high beauty, and highly significant areas in their peer world and in the school curriculum: Science, Sports, Arts, Recreation, Careers, and Disability Awareness.

The essence of PROJECT INTERDEPENDENCE is to demonstrate that full integration of people with disabilities has, as its principal beneficiary, not just those young people with disabilities but mainstream youth who will flourish in an environment that indiviualizes education and where mutual respect and adventure are the modus operandi.

Partial List



THERE IS NO PROBLEM, NO BARRIER, NO DREAM BEYOND THE GRASP OF THE NEW SCIENCES. WE CHART THE FARTHEST REACHES OF SPACE, WE MAP THE DEEPEST OCEANS, WE EXPLORE SUBATOMIC MATTER, WE PROBE ALL LIFE. THROUGH SCIENCE WE CAN LIVE ALMOST ANYWHERE AND DO ALMOST ANYTHING. TECHNOLOGY IS REVOLUTIONIZING THE MEANING AND VALUE OF LIFE. WE INHERIT THE OPPORTUNITY AND POWER TO ELEVATE THE WORTH OF ALL HUMAN BEINGS.

- What barriers block the use of modern technology for making the most of each person's potential in your school and community? How can you help to overcome these barriers?
- What modern inventions and discoveries exist for aiding people to learn, communicate, act and grow in school and in the community?
- What uses of science exist at your school and in your curriculum to improve learning and friendship building?
- What could you, your science club, class or school do to use and spread new knowledge for Interdependence?
- Who in the scientific community and industry could you invite to help your school promote Interdependence?

BUILD SCIENCE IN YOUR SCHOOL THROUGH STUDENT AND COMMUNITY PROJECTS.

ASK THE IMPORTANT QUESTIONS TOGETHER.

SHOW STUDENT COMPETENCE THROUGH COOPERATIVE ACTION, INVENTIONS AND EVENTS.

ADDRESS OUR TECHNICAL UNDERDEVELOPMENT THROUGH A PERSONAL, CLASS OR SCHOOLWIDE CAMPAIGN.

ASSERT THE VALUES OF INTERDEPENDENCE THROUGH YOUR QUEST AND RESOURCEFULNESS.

BIOLOGICAL & CHEMICAL
TEACHING & BEHAVIORAL
SOCIAL SYSTEMS



ADAPTIVE EQUIPMENT

ECOLOGICAL COSMOS

HOLISTIC HEALTH & MEDICAL

September 13, 1982

Honorable Phillip L. Isenberg Mayor City of Sacramento City Hall 915 "I" Street Room 203 Sacramento, CA 95814

Dear Mayor Isenberg:

As a college counselor in the local community, I am quite concerned about the nature of the programming which will be provided through the proposed television cable service. I have studied, as I am certain you have, the various proposals and would recommend your support of the Greater Sacramento Cable Company. I feel they can best offer our community the opportunity to increase community services at little additional cost.

Thank you for the opportunity to provide input.

Sincerely,

Larry Vrieling

September 14, 1982

Councilman Joe Serna, Jr. Room 205 City Hall Sacramento, Ca 95814

Dear Sir:

We understand that public hearings for awarding the franchise for cable television in the Sacramento area began September 13, 1972.

We feel that <u>Greater Sacramento County Cable Company</u> is the best applicant and we urge you to give them your vote. Maclean Hunter and the GSC shareholders would have control over local origination programming and would be responsive to the community's needs.

Best wishes for success in the work you are doing.

Sincerely yours,

Cough Kna

George Babich

Nina Babich

2328 Murieta Way

Sacramento, Ca 95822

Honorable Phillip L. Isenberg City of Sacramento City Hall 915 I Street - Room 203 Sacramento, CA 95814

Honorable Isenberg, Mayor:

This letter is being written to voice my opinion on which cable television company is awarded the franchise in Sacramento County. As a local citizen I am in no way an expert on the financial aspects involved in starting and operating a cable franchise but local control seems to be warranted under all circumstances.

I have been fortunate enough to have access to some literature on the four companies seeking the franchise. The choice to me, seems quite clear, in that the Greater Sacramento County Cable, Inc., offers several more tangible options, namely local programming and local ownership.

As a resident of Sacramento County, and a voter in your area I request you, as my public representative to vote for the Greater Sacramento County Cable, Incorporation to receive the cable franchise for Sacramento County.

John H. McGregor

Resmectfully,

cc: Council members

Sandra R. Smoley, Supervisor County of Sacramento Third District 700 H Street - Suite 2450 Sacramento, CA 95814

Dear Supervisor Smoley:

This letter is being written to voice my opinion on which cable television company is awarded the franchise in Sacramento County. As a local citizen I am in no way an expert on the financial aspects involved in starting and operating a cable franchise but local control seems to be warranted under all circumstances.

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Respectfully,

John H. McGregor

cc: Board of Supervisors