

CATV Faces Stiff Filing Fees7
 FCC Questionnaire On CATV7
 Vermont CATV Loses To PUC8
 Massachusetts PUC Hastle9

February 23, 1970

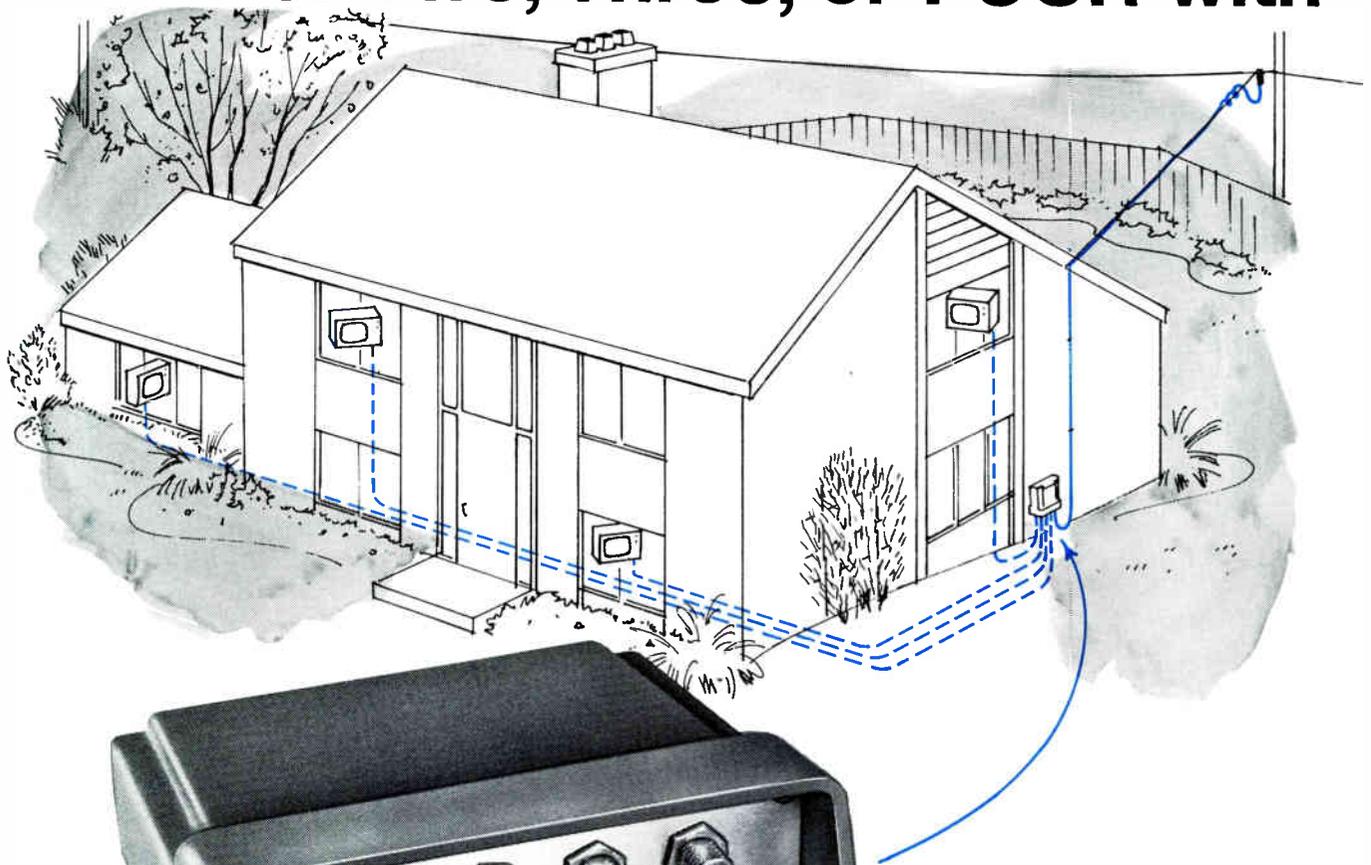
CATV

Authoritative Newsweekly of Cable Television



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Conspectus

page 7

Commission readies Cable TV questionnaire designed to find out hard-to-discover information about systems. New stab at getting basic data is only one since 1966 FCC request.

page 8

Vermont CATV's running battle with the state legislature has ended with the Governor's signature on a bill placing CATV under control of the PUC. Licenses for CATV are required.

page 9

A bundle of bills placing CATV under PUC regulation comes up for hearing next month in Massachusetts. Very real danger of passage in some form.

page 11

With CATV plunging into program origination the industry will have to be politically aware. See On Capitol Hill for insight on why elected officials distrust television.



OUR COVER

For the second consecutive year Joe Derocher received the "Salesman of the Year Award". Seen with Joe at the presentation of the 1969 award, which was held during the recent Cascade Sales Seminar, are Garth Pither, left, and National Sales Manager, Tom Goodall.

Contents

Viewpoint	5	Letters	16
Meeting Calendar	8	Digest of Earnings	18
Capitol Hill	11	Industry Stocks	18
Moving Up	14	Products	19
Construction	14	Classifieds	21
Franchises	15	Profile	22

CATV

Authoritative Newsweekly of Cable Television

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Robert A. Searle
Editor

Viewpoint

What's Behind PUC Push?

It seems the pressure for PUC regulation of cable TV never lets up until adjournment day for state legislatures. If anything, the pressure is building, and operators from coast to coast are growing increasingly concerned.

What prompts the introduction of these bills? There's no one answer that fits every situation. But the PUC regulatory threat facing Idaho operators is an interesting case in point. That threat represents nothing more than the harassment of cable operators by the Boise broadcasters. In a session with members of the recently-formed Idaho CATV Association, Ralph Wickberg, chairman of the state PUC, openly conceded that the commission had heard practically no complaints about cable service—and he was hard pressed to come up with any positive benefits of CATV regulation by his agency.

He stated that the proposed regulation would provide a forum for consumer complaints *if* a problem with CATV service should arise, but that rates would probably not be regulated. He suggested that PUC regulation might benefit cable operators because it would be less onerous than federal regulation—but he failed to explain how state controls could preempt existing FCC regulations.

In short, the Idaho PUC spokesman was unable to provide any substantive reason for utility-type regulation of CATV. The only logical explanation is that the antagonists of cable television—principally the Boise television stations—are continuing their opposition to cable TV via legislative interdiction.

Unfortunately, even so frivolously-based a bill can present a major problem to harried cable system operators. The Idaho experience demonstrates that, even under optimum conditions, the CATV guard must never be allowed to fall.



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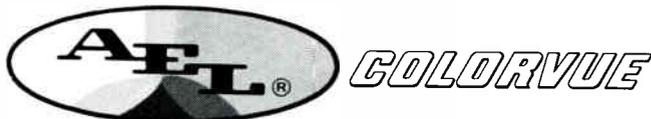
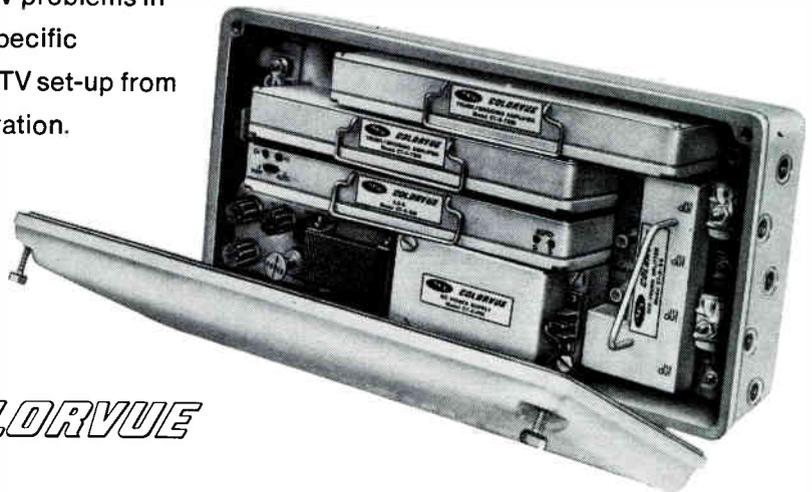
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FCC Proposes Over-All Fees Package For CATV with 30¢ Per-Subscriber Charge

FCC asks CATV to ante up along with broadcast medium in proposal to assess annual fees. Per subscriber fee will cost average system about \$570.

Stiff new fees would be applied to CATV systems under a proposed new rule issued last week by the FCC as part of an over-all fees package that will sharply increase the Commission's revenues.

The Commission now makes some \$4,500,000 per year from filing fees, though cable television systems do not have a share of that. Under the proposed new fees, which include annual levies as well as filing fees, that revenue would rise to about \$24,500,000 per year, which coincides with the appropriations requested for next year for the FCC in the new federal budget. The money that comes in goes to the U.S. Treasury and not directly to the FCC, but in the over-all scheme of things the Budget Bureau and Congress have been pressing the FCC for some time to "pay its own way," or bring in as much as it spends. The government figures that the lucrative communications field can pay for its own regulation.

Per-Subscriber Fee

CATV systems get smacked pretty hard under the proposed rules. Annual fees of thirty cents per subscriber would be demanded of each system with more than 200 subscribers, in addition to a fairly stiff filing fee schedule. For the average system of 1900 (according to NCTA) cost will be \$570 per year.

Applications in the Community Antenna Relay Service (CARS) will cost \$50 for a construction permit, \$15 for a license, and \$15 for a modification of construction permit or license.

High-Priced Special Relief

Petitions for special relief will have to be accompanied by \$300 fees, experimental operations applications will cost \$25, requests for hearing waivers on distant signals will cost \$25 for commercial VHF or network-affiliated UHF television station, \$10 for each other

distant signal application (independent UHF or educational station signal).

Comments on the proposed rule-making are due April 20 and reply comments are due May 11.

Multiple Outlet Charges

The Commission added this note to its 30-cents-per-subscriber proposal: "Where a system offers bulk rates to multiple-outlet subscribers, such as apartment house or motel operators, such contracts are not viewed as individual subscriptions for purposes of fee determination. Rather, each such contract is viewed as a number of subscriptions, such number to be calculated by dividing the total annual-charge for that bulk-rate contract by the system's basic annual subscription rate for an individual household. (Thus, for example, if a CATV system charges an apartment house operator \$1,000 a year for a bulk-rate contract and charges individual households a basic rate of \$50 per year, the bulk-rate contract is counted as 20 subscriptions, i.e., 1,000 divided by 50 equals 20). It is not contemplated, however, that such calculations should be made with respect to extra payments for additional CATV outlets within the same individual household."

Commission Sets Meeting To Discuss Reporting Forms

The FCC last week set March 16 as a meeting date for an informal conference on a revised CATV reporting form, designed to augment Commission data on the cable television industry.

The "annual report of CATV systems" will be under discussion beginning at 10 a.m. in Room 752 of the Commission's offices in Washington. All those interested in participating in the forum, which will be moderated by Cable Television Bureau staff members, must notify the FCC by March 9. After

the conference there will be a period of 20 days for additional comments to be filed.

Not only will the regular reporting form be used, but proposed forms on CATV financial data and program origination will be under discussion. The Commission unanimously voted to hold the informal conference.

The FCC noted that the forms are the outgrowth of paragraphs of the proposed new rules that suggest that "operators of all CATV systems be required to file annual reports providing current information on such matters as the location of systems, number of subscribers, channel capacity, broadcast signals carried, extent and nature of program originations, and other operations conducted on the systems, financial data, ownership, and interests in other CATV systems, broadcast media, and business media."

The Commission noted that the data on program origination might be solicited on a one-shot basis in order to help with its rules on program origination.

NARUC, NCTA Will Meet For First Post-Nevada Talk

NCTA representatives will meet soon with counterparts from the National Association of Regulatory Utility Commissioners in an attempt to gain some rapport on the subject of state regulation of CATV rates and services.

NCTA has not met with the powerful organization since the U.S. Supreme Court decision in the TV Pix Inc. case—a decision that upheld the state of Nevada in its state public utilities regulation of CATV and, by extension, declared open season on cable television in other states.

NARUC actually requested the meeting to get a line on any changes that may have occurred in NCTA's position. In the past, NCTA has acknowledged that in the event of losing the Supreme Court case it would hope for a consistent and livable position on the part of NARUC. Most industry observers expect NARUC to push for across-the-board hard-line PUC regulation. Eventual relief from the expected plague of state rate cases is hoped for from the Federal Commission which could pre-empt the field.

Governor's Signature Ends Battle: CATV in Vermont Gets PUC Regulation

Regulation as a utility is reality for Vermont systems as Governor's pen marks CATV as property of PUC. License fees set to support industry supervision.

Governor Deane Davis of Vermont has signed a bill placing CATV under regulation of the Public Utility Commission. Both the state House and Senate had earlier passed the bill with the addition of a revenue producing amendment (CATV, Feb. 2, 1970).

The bill will license cable TV systems and require fees on a sliding scale from \$12.50 to \$10,000 annually, depending on gross revenues of the system. Vermont cablemen estimate the fees will range from about \$50 to \$500.

First Action on Bill

Ernest Gibson III, chairman of the Vermont PUC, commented that the first action under the bill will be on line extensions and the second on service. The commission will use its own telephone engineer to be the CATV technical authority over objections of cablemen.

The bill is expressly intended to regulate and control existing and future systems. A great point of concern now becomes the method of regulatory implementation and the extent of control.

Control Board Disbands

Upon notice of the passage of the bill, the Vermont CATV Control Board was disbanded. The board was a CATV industry-operated agency designed to fend off PUC control by policing the industry from within.

Several points were brought up in argument against passage of the bill by CATV Legislative Liaison Committee members Phil Lothrop, South Burlington; Gene Ellingwood, St. Johnsbury; and George Goodrich, Northfield. The cablemen who vigorously fought the bill contended that the legislature should wait for the results of the CATV study being undertaken by the New England Governors' conference.

Another point of contention was the sales tax which the legislature passed

during 1969. One provision of the bill rendered a 3 percent tax on cable TV service. Wording of this bill indicated that CATV was to be taxed as an amusement.

Since passage of the bill, Vermont cablemen have not taken any action, but are sure to press the legislature on the fact that the citizens of Vermont face utility control of an amusement.

Vermont joins Connecticut and Rhode Island as well as Nevada in their regulatory predicaments. Last year utility regulation was introduced, but not enacted in Arkansas, Florida, Maryland, Massachusetts, New Jersey, New York, Oklahoma, Pennsylvania, Washington and West Virginia.

MEETING CALENDAR

24-25—Jerrold Technical Training Cable Television Seminar. Sheraton Inn, Los Angeles, Calif. For further information contact J. Lerman, Educational Coordinator, Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. 19105.

24-26—Vikoa Technical School, Toronto, Ontario, Canada. Contact Brian Doherty, Vikoa, Inc., 400 9th Street, Hoboken, N.J.

MARCH

2-6—Jerrold Technical Training CATV Basic School. Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. 19105. For further information contact J. Lerman, Educational Coordinator.

3-4—Vikoa Service School. Cosmopolitan Angus Motor Hotel, Kennewick, Wash. Contact Phil Glade, Vikoa, Inc., 842 106th N.E., Bellevue, Wash. or call collect (206) 454-1446.

8-10—Southern CATV Association annual meeting. Ramada Inn and Quality Court, Cocoa Beach, Fla. Contact B. M. Tibshirany, P.O. Box 3757, Charlotte, N.C. 28203.

9-11—Seminar on System Design Reliability and Performance Monitoring. National Cable Television Center, J. Orvis Keller Building, University Park, Pa. 16802 (814) 865-1346. Contact Larry Roeshot.

11-12—Cascade Technical Training School. Dallas, Texas. For further information contact Derry Cook (604) 939-1191 or Tom Athans (817) 332-6044.

15-17—Pacific Northwest Cable Television Association spring convention. Northern Hotel, Billings, Mont. Contact Richard L. Cox, P.O. Box 463, Heppner, Ore. 97836 (503) 676-9205.

17-18—Cascade Technical Training School. Jacksonville, Florida. For further information contact Derry Cook (604) 939-1191 or Benny Hammond (813) 533-8748.

24-26—Vikoa CATV Technical School, New England Area. Theatre Motor Lodge, Brattleboro, Vt. For further information contact Sol Gins, Vikoa, Inc. (201) 656-2020.

24-25—Jerrold Technical Training Cable Television Seminar. Holiday Inn, Montreal, Canada. For further information contact J. Lerman, Educational Coordinator, Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. 19105.

25-26—Ohio Cable Television Association annual meeting. Sheridan Columbus, Columbus, Ohio. Contact Ohio Cable Television Association, 211 S. Main St., Findlay, Ohio 45840.

31-April 1—Jerrold Technical Training Cable Television Seminar. Holiday Inn Southwest, Jackson, Miss. For further information contact J. Lerman, Educational Coordinator, Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. 19105.

DPU Bills Rain on Massachusetts CATV: Short Legislative Session Rushes CATVers

Everybody gets into the act because of pressures of election year. Bills include one introduced by Governor. Committee hearing set for March 9 by Government Regulation Committee.

Over a dozen bills asking for utility control of CATV have been introduced into the Massachusetts legislature in the first session of 1970. Though the legislative mill usually grinds slowly, cablemen's fast action will be required since the legislature is shooting for mid-June adjournment in this 1970 election year.

Hearing March 9

A purely formal hearing has been set for March 9 by the Joint Committee on Government Regulation. The committee will hear witnesses from both sides—cablemen and the sponsors of the bills. In past hearings, the testimony was well covered by the local press. However, cablemen feel that their side of the argument does not get to the public. Actually the hearing means little because most of the committee work is done outside the hearing.

Six Categories of Bills

The fist-full of bills fall into six different areas:

1. Straight Department of Public Utility regulation of CATV.
2. The Consumers Council approach—filed every year since 1968, this bill calls for local regulation of controls set by the state DPU.
3. The modified Consumer Council approach—same as the Consumer Council approach except it would set up a CATV committee inside the DPU. This bill was incorporated in a seven-part Consumer Protection Plan which was introduced this year by Governor Francis W. Sargent. Cablemen feel that the pressures of an election year led to the Governor's filing.
4. A bill introduced for Colonial Cablevision, Woburn—calls for a study of regulation by a committee appointed by the governor. The committee would be made up of nine members, including two from cable TV. The Massachusetts CATVers feel that this is the most

reasonable approach introduced.

5. Bills calling for local control of CATV.

6. Bills providing for power companies to establish and operate CATV systems. This bill is introduced every year by power companies who see a profitable expansion potential.

Aurovideo Agrees To Buy Ohio Broadcast TV Station

Aurovideo, Inc., an Adams-Russell subsidiary, has announced an agreement in principle to purchase all the outstanding stock of WYTV Inc. (Channel 33) in Youngstown, Ohio, subject to a definitive agreement and Federal Communications Commission approval.

The transaction is valued at \$2,800,000, approximately one-half of which will be paid in Adams-Russell stock. A formula will determine the final number of shares to be issued upon receipt of necessary approvals.

WYTV, along with the other two Youngstown stations, operates in the UHF band. The station is an ABC affiliate and will become part of the Aurovideo operation.

Aurovideo currently operates six CATV systems in four states with over 8,000 subscribers. Current plans are to expand further in the cable television and broadcasting areas.

Lackawanna, N.Y., System Goes Full-Scale Programming

A CATV system in Lackawanna, New York, has gone full force into programming "seven days a week from 9 a.m. to 7:30 p.m. and 11 p.m. to 3:30 a.m." said Gary Schineller, producer-director of Lackawanna Cablevision's Channel 10.

The system, says Schineller, "cables feature films, syndicated programs, local and weather news four times a day, and

two specialty programs locally produced." Perhaps the most interesting are "Serendipity" and "Forum on People" which are taped in the system's studio.

"Serendipity," which has been temporarily discontinued because of financial reasons, cast 19 children from ages 6-11 years and hosts Stephen Knapik of Elmira and Susan Ballard of Syracuse. The program was designed for age group 7-11 years and centered around cartoons and games.

"Forum on People," another system-produced show, deals with providing a source of factual information concerning contemporary social issues. The first four programs were a series of discussions with former narcotics addicts. Ensuing programs feature the topics of prostitution, homosexuality, suicide, and alcoholism. Discussions center around actual offenders who answer questions of local city officials.

The CATV system has purchased rights to syndicated shows, "The Visitor" and "Screen Director's Playhouse."

CRTC Proposed Rules Limit Ad Time, Foreign Programs

Canadian Radio-Television Commission chairman Pierre Juneau, after announcing proposed new CRTC rules limiting advertising content and the amount of non-Canadian programming for Canadian TV, told reporters that an announcement pertaining to CATV in the same areas could be expected soon. No speculation as to what would be in store for Canadian CATV was offered by Canadian cablemen.

The proposed new rules for broadcast limit the number of commercial interruptions to 12 minutes per hour and call for the clear separation of advertising material from program content.

The rules did allow, however, permission to include advertisements in TV news programs, but with "precise safeguards on the spacing of interruptions."

The new rules would limit non-Canadian broadcast program time to 40 percent of total time and allow only 30 percent for any one other country—which would limit use of United States programming. The proposed rules are in line with previously announced governmental policies.

System Again Requests FCC To Act on CSI Plan

California CATV operator, Multi-View Systems of Woodland, is once again asking FCC approval of the CSI, private copyright payment plan.

The request for action comes through Multi-View's reply to an opposition petition filed by Sacramento television station KCTV. The station has urged the Commission to deny Multi-View permission to carry both local and distant signals, but the CATV system told the FCC the "early establishment of the proposed new Woodland system in accordance with the CSI Plan would be in the public interest."



Farrow: CSI co-designer and Multi-View attorney.

The CSI Plan, designed by cableman Bill Hargan and California attorney Harold Farrow, sets up a private clearing house for copyright payments. Under CSI, the originating stations are compensated for a system's use of distant signals, as are the "impacted" stations in the CATV market.

Virginia Cableman Forms Cable TV Consulting Group

Donald A Perry has announced the formation of Donald A. Perry and Associates, Incorporated, a consulting firm specializing in CATV franchising, brokerage and marketing. He indicated the firm would maintain offices in Newport News, Virginia, and plans call for the opening of a Washington, D.C. office within ninety days.

Perry is former vice president and

general manager of Hampton Roads Cablevision Company of Newport News and Danville Cablevision Company of Danville, Virginia.



At Hampton Roads Cablevision, Perry discusses sales strategy with company salesmen.

His background includes radio, television and publishing, and he has served as vice president and general manager of Hampton Roads Industrial Electronics, a private communications firm, and Hampton Roads Music Corporation, MUZAK franchisers for the Tidewater area in Virginia.

Burch Names O'Donnell New Legal Assistant

FCC Chairman Dean Burch has named Patrick E. O'Donnell, a lawyer most recently Assistant Corporation Counsel for the District of Columbia, as his legal assistant.

The legal assistant slot formerly was filled by Robert V. Cahill, also an aide of former FCC Chairman Rosel H. Hyde. Cahill has been promoted to Burch's Administrative Assistant. O'Donnell has a B.A. degree in International Relations from Georgetown University and obtained his law degree from American University.

SEC Lists CATV Firms In 'Official Summary'

The latest "Official Summary" of the Securities & Exchange Commission shows that nine of the twenty-six industry stocks listed weekly by *CATV Magazine* had insider trading during the

period from December 11, 1969, through January 20, 1970.

Trading by officers, directors, or major stockholders is listed for American Electronic Laboratories Inc., Cablecom-General Inc., Cornelia Corp., General Instrument, Gulf & Western Industries Inc., Reeves Telecom Corp., Scientific-Atlanta, Sterling Communications, and TelePrompTer Corp.

Here are the transactions, with all volume indicated in common stock unless specified otherwise:

American Electronic Laboratories Inc. — Leon Riebman, an officer, director and major stockholder, in a report that the SEC termed inconsistent, was shown as disposing of 1,000 shares of class A common stock, leaving him with 12,196 of the shares and with indirect control of another 1,288. Furthermore, he has \$1,000,000 in 6 1/4 percent convertible debentures.

Cablecom-General Inc. — In class A common transactions, Robert J. Lewis disposed of all 125 of his shares and Fred T. McElroy disposed of all of his 100 shares. Both are officers.

Cornelia Corp. — F.X. Orofino Jr., a director of the firm, disposed of 7,200 shares and retained ownership of 210,818.

General Instrument — Armand G. Erpf disposed of \$50,000 in 5 percent convertible debentures, retaining \$200,000 worth. Through his wife, he indirectly controls another \$15,000 worth. He is a director

Gulf & Western Industries Inc. — Roy T. Abbott Jr., an officer and director, sold 100 shares and kept 3,900.

Reeves Telecom Corp. — In a report that the SEC said was subject to further review, E.L. Glockner, a director, was shown as disposing of 3,000 shares and retaining ownership of 95,652.

Scientific-Atlanta — J. Leonard Reinsch, a director, disposed of his 100 shares.

Sterling Communications — S. Miserendino, an officer, acquired his initial 200 shares.

TelePrompTer Corp. — Monte E. Livingston, a director, disposed of all his 400 shares. Leonard Tow, an officer, exercised an option on 2,000 shares and now holds 4,100. J.D. Wrather Jr., a director, disposed of 1,000 shares and retained ownership of 55,026.



Legislators Low Boiling Point: The Potential Problems Involved

CATV Washington Bureau—The recent rejection by a House Rules Subcommittee of a proposal to allow limited television coverage of House committee hearings has two points of importance for the CATV industry—and neither are particularly encouraging.

The most direct impact of the subcommittee vote, of course, is to cast a pall over cable's long-range hopes to bring complete Congressional proceedings into the homes of America. The subcommittee vote can still be reversed by the full House Rules Committee or the House itself, however, and if not this year, at some time in the future. It is, nevertheless, something of an irritant when NCTA, in conjunction with Comsat, has already planned for a day when unedited Congressional proceedings would be relayed to CATV systems via satellite as one of six national cable channels.

Complain About 'Bright Lights'

Obviously, plans to carry both committee hearings and floor proceedings of both the House and Senate aren't going to get very far if legislators refuse to allow a camera in their chambers. Currently, the Senate allows public hearings to be telecast, but bars cameras from the floor of its side of the capitol. The House not only bans floor telecasts, but doesn't allow cameras in committee rooms. Although many Congressmen resent the greater publicity that some Senate hearings get as a result of TV coverage, there are also many legislators who resent the intrusion of television, thinking that it makes Senators into bigger hams than they already are, that it will lift out only the most sensational material for newscasts, and Senators even complain about the bright lights that are necessary for telecasts.

The Subcommittee may be reversed sooner or later of course. The greater, and less immediate, worry about the vote is the depth of a Congressional antagonism toward television that it reveals. Many legislators regard the camera as a symbol of all they find wrong with TV news, particularly network TV news. That deep distrust of television may reverberate against CATV in the years ahead if the industry is not fastidiously careful; and perhaps even if it is.

Animosity toward television is nothing new in Congress, but it seems sharper today than it has been in years. Many legislators praised Vice President Spiro T. Agnew when he

attacked network news, and many would like to be able to strike back at what they consider injustices in news coverage. At a hearing last week on draft reform, one Senator even remarked that one reason it is difficult to pass a law lowering the voting age to 18 is that the networks always convey the impression that radicals and "hippies" constitute the entire body of youth instead of a small minority.

One of cable television's strong suits in contacts with Congressmen has been its image as a passive purveyor of programming put out over the air by others. People like television and want to see it, and legislators want to facilitate their constituents' access to television. But the big ban bogeyman as far as lawmakers are concerned is the news director or reporter who broadcasts over this admittedly powerful medium. The cable operator never gets blamed for conveying a network news show, though the news show may upset a number of people.

And that's the sticking point, for now CATV operators are getting into the business of program origination. Encouraged by NCTA and the industry's national leadership, and now encouraged by the FCC—systems with more than 3,500 subscribers are not merely encouraged but required—cable television systems are plunging into program origination as never before. And it is no picnic. There are a multitude of legal, technical and community relations problems involved.

Discrimination Is Prerequisite

No CATV operator should lose sight of the political problems involved. Any program with any content of a controversial nature can arouse the ire of a viewer, and therefore potentially the ire of a legislator. It is this low boiling point that has led television stations themselves to lean on bland programming often, as it is the safest. Blandness, of course, is not especially to be encouraged on cable programming. But a meticulous nicety of discrimination is certainly a prerequisite. It simply will not do to insensitively show one side of any issue, or to unjustly offend people.

That is why, of course, that the FCC is applying all broadcast standards—such as the fairness doctrine—to programs originated by CATV systems. It's a warning that should be taken very seriously by the cable industry. For, as the vote on allowing cameras into House hearing rooms demonstrates, the distrust of television runs very deep among elected officials—and it is those elected officials who will, in part, determine the future of CATV.

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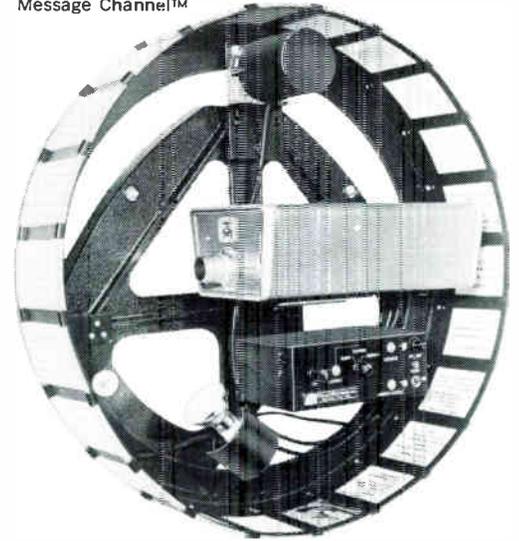
TeleMation is the Total System Supplier.



TMC-2100

The heart of our system is the TMC-2100 Camera. You can go anywhere from there. The basic camera operates as a self-contained unit, or it can be incorporated into multi-camera systems. With TeleMation accessory equipment it can perform to broadcast standards in high-quality live camera or film chain applications.

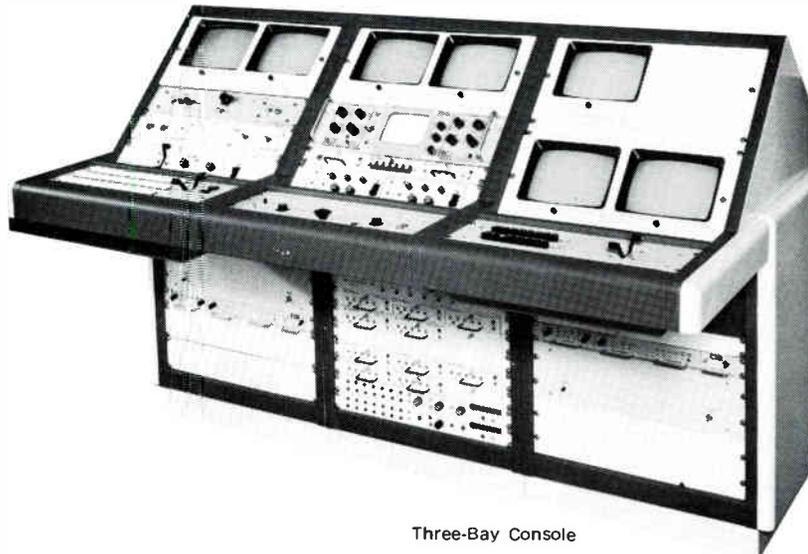
Our Three-Bay Console houses professional studio systems. One man can simultaneously operate a variety of closed-circuit or broadcast production equipment. The Three-Bay Console can include TeleMation video switchers, audio controls, camera control units, special effects, remote control panels for video tape recorders and film chains, video and pulse distribution amplifiers, and picture and waveform monitoring equipment.



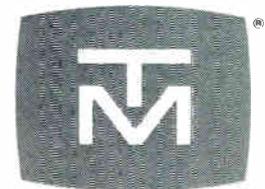
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Moving Up

Blonder-Tongue Laboratories, Inc. has announced the appointment of *Michael Adamchak* as general sales manager. In his new position, Adamchak will be in charge of sales and market development for all of the firm's products. He will also supervise the firm's nationwide network of sales representatives. He joined the firm in 1966 in an internal sales capacity and in 1967, he was promoted to system and projects coordinator. In 1968, he served as assistant general sales manager and in 1969, he was promoted to field sales manager. Prior to joining the company, he was with Western Electric from 1951 to 1965 in various managerial positions.

Floyd D. Shelton has been named manager of franchise development for Communications Properties, Inc., headquartered in Austin, Tex. In his new position, Shelton will develop a program

of obtaining franchises for the firm in cities not previously served by cable television, according to Jack R. Crosby, president. Shelton was formerly an independent cable television consultant.



Mr. Shelton



Mr. Gillan

Continental System Supply, a Superior Continental company, has announced two appointments. *Charles J. Schwidde* has been named to the dual function of assistant to the general manager and division controller, and *Dennis M. Riddle* has been named

manager-office and personnel. Schwidde joined Superior Continental Corp. in 1967 and has been cost coordinator and manager-profit planning and analysis. In his new position, his duties and responsibilities will include treasury and administrative functions, systems analysis and data coordination activities, and supervision of budgeting, profit analysis, and general accounting.

John F. Berentson has been named director of CATV operations of Time-Life Broadcast, Inc., according to Barry Zorthian, president of the Time, Inc. subsidiary. Berentson assumes his new position in New York after successive positions as general manager of four CATV systems wholly or partially owned by Time-Life Broadcast.

John T. Gillan has been named a product news manager in the public relations department of Ampex Corp., according to J. Peter Nelson, eastern area public relations manager. Gillan, who will headquarter in Elk Grove Village, Ill., will be primarily concerned with news of Ampex consumer, educational and industrial products.

System Construction

FLORIDA: Americable, Inc. has announced that construction of its system to serve **Homestead** is continuing. The firm is constructing a 40-mile system.

IDAHO: Cable View of Burley has announced that the \$100,000 rebuild of its system which serves **Burley** is nearing completion.

IOWA: Centerville Cablevision has announced that construction is presently under way on the 500-foot tower to serve **Centerville**.

KENTUCKY: Kentucky Cable TV, Inc. has announced plans to raise its monthly rates by \$1 for its 7 video channel system which serves **Cave City**.

MISSISSIPPI: General Electric Cablevision Corp. has announced that 50 miles of its system which serves **Biloxi**

has been rebuilt. The system was damaged by Hurricane Camille.

MONTANA: Kalispell Cable TV, a subsidiary of H & B Communications Corp., has announced the addition of three new channels to its previously 9 video channel system which serves **Kalispell**.

NEW YORK: Antenna Systems Corp. has announced that the first section of its system which serves **Norwood** has now been energized.

PENNSYLVANIA: Service Electrical Cable TV, Inc. has recently raised its monthly rate by \$1 to \$4.50 monthly for subscribers of its 12 video channel system which serves **Bethlehem**.

VIRGINIA: Danville Cablevision Corp. has announced plans to have a 20-channel system operational in

Danville by May 1. The firm is presently surveying for a tower site on which to install its 300-foot tower.

WEST VIRGINIA: Tri-State Cable TV, Inc. has announced the addition of Channel 25, Hagerstown, to its system which serves **Berkeley Springs** and **Hancock**.

214 APPLICATIONS: Alabama: Pell City; Coosa Valley Telephone Co. for Coosa Cable Co.; Cost, \$85,056; File No. P-C-7747.

Ohio: Canton and Plain Township; Ohio Bell Telephone Co. for Imperial Broadcasting Co.; Cost, \$372,040; File No. P-C-7731... North Canton, Perry Township, Plain Township, Jackson Township and Canton Township; Ohio Bell Telephone Co. for CATV, Inc.; Cost, \$207,700; File No. P-C-7661... Marion; General Telephone Co. of Ohio for Marion CATV, Inc.; Cost \$619,721; File No. P-C-7660... Washingtonville, Leetonia and Columbiana; Ohio Bell Telephone Co. for Televue, Inc.; Cost, \$47,819; File No. P-C-7762.

Franchise Activity

CALIFORNIA: Mokelumne Hill and San Andreas: The Calaveras County supervisors have granted a non-exclusive franchise for these communities to Triangle Cable Co. According to the franchise, the county will receive 5 percent of the gross revenues, with a guaranteed minimum annual payment of \$600 . . . San Jacinto: The city council has awarded a franchise to Riverside Cable Co.

INDIANA: Lake Manitou: The Fulton County commission has tentatively agreed to award a franchise to Valley Cablevision Co. for the lake area. Rates have tentatively been set at \$14.90 installation; \$4.90 monthly.

MARYLAND: Hurlock: American Tele-Systems Corp. has submitted its franchise bid to the town council.

MASSACHUSETTS: Shrewsbury: Auburn Antenna, Charles River Cable TV Co., Communications, Inc., and Commonwealth Cable TV Co. have each submitted franchise bids to the town selectmen.

MINNESOTA: Rice County: The county commission has granted a franchise for the unincorporated areas of the county to Faribault Cable TV Co., Inc.

NEW YORK: Cold Spring: American Television Systems Corp. has submitted its franchise bid to the village board . . . Rhinebeck: Kingston Cablevision has

submitted its franchise bid to the village and town boards.

OHIO: East Palestine: Televue, Inc. has submitted its franchise bid to the city council.

OREGON: Turner: Second reading has been given on an ordinance granting a 10-year franchise to Santiam Cable Television.

PENNSYLVANIA: Scott Township: The board of commissioners has granted a 15-year franchise to Tex-Video, Inc. The firm is planning a 10-video channel system. . . . Red Lion: Garden Spot Cable Television Co. has submitted its franchise bid to the borough council.

SOUTH CAROLINA: Beaufort: The city council has granted a franchise to Mirmow-Davis Co. Franchise fee has been set at 6 percent of the gross receipts or a minimum figure annually of \$2,500 . . . Clemson: The city council has awarded a 15-year franchise to Keowee Kablevision, Inc. Franchise fee has been set at a minimum of \$1,000 annually.

SOUTH DAKOTA: Fargo: The city commission has passed on first reading an ordinance granting an exclusive 25-year franchise to Upper Midwest Brokers, Inc.

VIRGINIA: Strasburg and Woodstock: American Tel-System has submitted its franchise bids to the town councils.

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Good Hearing From You

'VIEWPOINT' ON COPYRIGHT

● I read and re-read your Viewpoint of January 19 and really feel that you have missed a few points. Please consider the following:

1. There will be a Copyright Bill. If not this term—then next. It is the first revision since 1909. We may have to wait until 2009 for the next.

2. If provision for CATV is not made in this Bill, it will be almost impossible to have the Bill amended to include CATV in the future. If CATV is included, and facts or changes make certain sections onerous, the possibility for legislative amendment exists.

3. The Supreme Court decision in the United Artists case is not a license in perpetuity. (Such decisions have been reversed, you know.) Any business that relies on a Court decision as opposed to legislation to determine its future is on a very weak footing.

4. The *United Artists* case was a prime factor in the FCC retransmission consent approach. You see, if they don't get you here, they will get you there. Absent any firm legislative provisions for CATV, the industry and its future lies in the hands of a will-of-the-wisp FCC, which is the handmaiden of the broadcasters.

5. The small system operator has as much (perhaps more) to gain as a MSO or "Big City" CATV operator. In order for the industry to exist in as stable an environment as possible, it must grow. Growth now is only in larger areas. Growth supports continued manufacturing progress, R & D, and financial support. It creates an increasing value for properties in the market place. One percent (1%) of gross is small pence for stability. Continued growth and expansion will lead to the development of new uses for CATV systems—uses that will benefit small and large operators alike. Continued growth will lead to a stronger voice in the arena that decides the course of regulation.

6. I agree with your comment that "No Association has the right to expect support from men who have neither a voice in the decision nor a profit to be gained from it." The fact, however, is that the skeptical small operators do have a voice—they just don't seem to use it for anything but complaining. They are like citizens who don't vote. They did not engage counsel in the *United Artists* case—they knew of pending legislation but did not set forth their position to the Committee, or their Congressman, or their Senator. "You fight the war," they say. "If you are victorious, we will take our share of the spoils. If you must give ground—we protest."

But, irrespective of whether or not they use their voices, they still stand to gain a profit, both tangible and intangible. To think otherwise is naive and short-sighted. CATV cannot stand still at a 5-channel lowband tube level.

7. One last thing—maybe the NCTA crusade was a "pitch." Maybe it had been rehearsed. But it was made. The position



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was exposed and explored. And I for one of many was asked "what do you think, what will hurt you?" I appreciate the effort and will support it.

Richard W. Loftus, President

Anvideo Corp.

Wellesley, Massachusetts 02181

Thank you for your comments, Dick. Your points are well taken for the most part. Let me point out one misconception, however. While our editorial did criticize the NCTA series of meetings on copyright, we did not take a position against copyright legislation. Another point we would have to disagree on is your statement that "skeptical small operators" don't use their voices "for anything but complaining." That may be true in some cases, but certainly not all. There are a number of "skeptical" operators, both large and small, who have questions, objections and well-thought-out viewpoints of their own. And whether we agree or disagree, we feel they ought to be heard.—Ed.

● We attended the NCTA meeting in Cincinnati and came back very much disenchanted with the proposed Copyright Legislation.

Your editorial of January 19 edition of *CATV* expressed our sentiments to the "Nth" degree and I think we can speak for most systems in this area.

We are a small CATV system operation in the Appalachian area of Kentucky. The majority of these systems have been operating for the past ten to fifteen years. Our rates were set up before inflationary days, for the most part, and saturation has already occurred.

We feel that the Copyright fee we would be required to pay would pose a hardship on most of the systems in our area, inasmuch as we would be compelled to raise our rates and pass this on to the subscriber. This, we feel, would be most undesirable.

It is our personal opinion that there should be some division between small to average systems, operating 75 to 100 miles from any station and a system being built in the Metropolitan



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and selectable automatic light control. A function switch on the rear panel allows use as a camera only, camera/monitor, or monitor only. Sync is internal or external, with random or fixed interlace scanning. Picture resolution is a minimum of 600 lines. Other cameras in this class cost more, but do less. Mail the coupon today to get full information.



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areas. Why can't the large systems be classified as "Metropolitan Antenna Cable Systems" and the smaller ones, under 2,500 subscribers, be classified as "Community Antenna Television Systems"?

We can see that the new copyright legislation would surely be a great asset to the larger type of operation, inasmuch as it would give them a license to operate, and also would move the grandfather rights to January 1, 1971. But it doesn't seem fair, especially to people that have been operating for a number of years.

We feel that certainly, as you said, it seems to be a one-way pitch, designed exclusively for the MSO.

In all probability, any course of action now would be insignificant. We could bombard our Congressmen with letters as we have done in the past, urging them to take a closer look at the bill. We could drop NCTA or we might urge all CATV systems who have previously belonged but dropped out to re-join and try to get new systems to join, whereby we might get better representation by electing some person who is unbiased and would look out for the welfare of the entire organization.

James M. Ferguson, Vice President
Southern Cable Corporation
Corbin, Kentucky 40701

Your letter raises some interesting questions... and some of the alternatives facing disenchanted operators. In the next couple of weeks, we will be publishing other letters on the controversial copyright issue. In addition, CATV editors have

asked hundreds of cable people their opinions on Bill S.543. A report on the results of that survey will be published in the March 9 issue of CATV.—Ed.

GENERATION GAP

● Although I find your "Profile of a Leader" section very interesting, I must point out that it does not accurately portray this industry's many leaders. It discriminates against CATV youngsters. It excludes people without top-level management titles, as well as leaders who are not flamboyant.

As you know, CATV is America's number one growth industry. But it remains a "youngster" in world business. Therefore, it logically follows that the youngsters helping it grow deserve recognition, and since *CATV Weekly* is CATV's mouthpiece, it should be the first to recognize CATV's backbone... *the youngsters!*

A concerned CATV youngster

Del P. Henry Jr., Marketing Manager
Times Mirror, Cable Television Division
Los Angeles, California

Thanks for your comments on the Profile series, Del. I know the other readers will be as interested as we are. We have, of course, profiled some of the industry's young men—among them, Scot Bergren and Mike Arnold—and we would be happy to receive your specific recommendations of other Profile candidates.

Digest of Earnings

AMER. TELEVISION & COMMUN

Quar Dec 31:	1969	1968
Share earns		
Revenues	\$1,949,585	
Net income	27,832	
6 months:		
Revenues	3,792,739	
Net loss	29,219	

TEXSCAN CORP.

Quar Jan 31:	1970	1969
Share earns	\$.07	\$.03
Sales	775,105	400,575
Income	34,479	13,423
Net income	38,991	26,847
Com shares	512,597	501,374
9 month share	.19	.09
Sales	2,141,432	1,176,996
Income	95,615	45,019
Net income	107,223	90,019

TIMES MIRROR CO.

Year Dec 31:	1969	1968
Share earns	\$2.15	\$1.90
Revenues	396,109,877	362,505,699
Income	27,779,117	24,549,021
Spec credit	4,641,053	
Net income	32,421,170	24,549,021
Quar share	.60	.58
Revenues	109,069,599	97,545,863
Net income	7,801,197	7,507,612

Industry Stocks

Stock	Exchange	This Week	Last Week	Year High	Year Low	Shares Outstanding
Amecco	AM	12 1/8	12 1/4	16 1/8	7 1/2	1,200,000
Amer. Elec. Labs	OTC	6	6 1/8	15 1/2	5 5/8	1,516,432
Amer. TV & Comm.		21	20 1/4	22 3/4	11 7/8	1,775,101
Avnet		11 1/8	11 1/8	36 1/2	10 7/8	9,909,054
Cable Info Systems	OTC	2 7/8	3	4 5/8	2 3/8	995,000
Cablecom General	AM	13 7/8	14 7/8	25 1/2	8 3/8	1,605,000
Citizens Fin. Corp.	AM	14 1/2	14 3/4	28 3/4	11 7/8	994,689
Columbia Cable	OTC	16	16 3/8	16 3/8	9	876,000
Comm. Properties	OTC	10	10 1/2	10 1/2	4 1/2	644,621
Cornelia Corp.	OTC	3/8	7/16	5	3/8	
Cox Cable Comm.	OTC	23 1/8	22 1/2	25 1/4	13	3,550,000
Cypress Comm.	OTC	18	15 3/4	19 1/4	10	839,000
Entron	AM	5 3/4	5 1/2	7 1/2	2 1/8	1,325,904
Famous Players Ltd.	C	13 1/2	14	19 1/4	11 5/8	6,948,000
General Inst.	NY	18 3/4	20 7/8	41	18 3/4	6,026,000
Gulf + Western	NY	18	17 1/8	40 7/8	17 1/8	15,120,860
H&B American	AM	26 3/4	26 1/4	28 1/2	13 5/8	4,972,589
Kaufman & Broad Inc.		38	52 5/8	52 5/8	29 1/2	3,900,909
Lamb Comm. Inc.	OTC	4 1/2	5 1/4	10 1/4	3 1/4	2,468,284
LVO Corp.	NY	8	7 1/2	12 3/8	7 3/8	5,692,078
Maclean-Hunter	C	17 1/2	17 3/4	19 3/4	13	2,000,000
Reeves	AM	7 3/4	8 1/4	25 5/8	7 3/4	2,163,000
Scientific-Atlanta	AM	8 1/4	7 1/2	14 7/8	6 1/2	5,692,442
SKL	OTC	3 3/4	3 3/4	8	3 1/2	550,000
Sterling Comm.	OTC	6 1/2	6 7/8	10 3/4	5 1/4	450,000
Tele-Communications	OTC	16	15 1/4	16	15 1/4	2,254,472
TeleMation Inc.	OTC	24 1/2	24 1/4	30 1/2	14 1/2	1,086,735
TelePrompTer	AM	111 3/4	107 1/2	129 3/4	42 1/8	1,006,000
TeleVision Comm.	OTC	14	14 1/4	20 1/2	10 3/4	2,645,046
Vikoa	AM	12 7/8	12 7/8	34	12 7/8	2,183,382

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

Product Progress

VACUUM FORMED SCENERY



Feller Vacuum Form Studios, Inc., 68 East 153rd Street, New York, N.Y. 10451, has introduced to the CATV industry its line of pre-fabricated, ready-to-use background scenery. The scenery is vacuum formed for low cost and quick installation. The scenery is fabricated of vinyl and may be used repeatedly in display capacity. It comes in variations of paint finishes. The units are handpainted and made to order.

NEW TURNKEY ORINATION PACKAGES

Visual Dynamics, 8530 Wilshire Blvd., Beverly Hills, Calif. 90211, has created a new service to develop cablecasting production facilities. The firm's staff of engineers, production professionals and educators has tested and evaluated this service to insure each CATV operator a custom designed package which will be best suited for his individual requirements. The company offers turnkey origination packages for systems without any production equipment and on-site workshops for systems with equipment or consulting. Four packages are listed by the firm: playback package, initial origination package, advanced origination package and sophisticated origination package.

NEW TELEMATION TEST EQUIPMENT

TeleMation, Inc., 2275 S.W. Temple, Salt Lake City, Utah 84115, has introduced a line of video test generators, featuring modular design, low cost and excellent quality of the test waveform. The TMT-100 Series video test generators were designed for maximum flexibility and quality at the lowest possible cost. Each generator is self-contained, including its own power supply, so that units may be purchased separately. The modular design lets smaller systems build a complete test outfit gradually, as budget permits.

KEN/TEL CABLE STITCHER

Ken/Tel Equipment Co., Candler, N.C., a subsidiary of the Okonite Co., Ramsey, N.J., has introduced the cable stitcher, a self-propelled, hydraulically-controlled vibratory plow. The

vehicle carries its own cable reel and is ready to work upon arrival at the job site, says the manufacturer. The unit also has an optional self-loading front-mounted reel and an electric powered winch. The unit's 12v motor is geared to provide up to 6,000 pounds of pull. Drops are normally buried 12 to 20 inches deep, but capacity is 24 inches. The unit is specified to leave little or no surface trace because of the vibratory action and it is lightweight, under 4,000 pounds. In tests the unit's plowing speed averaged 35 feet-per-minute.

MINI-STRIPLINE DIRECTIONAL COUPLER

Vikoa, Inc., 400 Ninth Street, Hoboken, N.J. 07030, is now producing the underground miniature stripline directional coupler. It is the latest in a series of high efficiency, printed circuit, stripline directional taps, says the firm. Their small physical size and solid Vik-O-Processed zinc die cast case and plate permit mounting in the smallest standard pedestal (4"). The top of each housing is color-coded for rapid value identification. Tilted outputs automatically compensate for more than 150' of drop cable.

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'Continued Growth' of CATV Burch Tells Broadcasters

FCC Chairman Dean Burch in introductory remarks before meeting of the California Broadcasters Association at Palm Springs February 13 noted again his determination to help CATV find its place in the American communications system.

"It is indeed long past time," he told the Broadcasters, "for a fair compromise to assure the continuing growth of the CATV and broadcasting industries. I intend to work for such an accommodation."

Signal Petition Denied For Bottlenecked System

The FCC last week denied a petition filed by General CATV Inc., which has a CATV system in Burlington County, New Jersey, within the Philadelphia television market, asking for reconsideration of an FCC order that prohibited the carriage of New York television signals in the Philadelphia Market.

General CATV is one of 23 CATV systems that are stuck in a hearing bottleneck while applying to carry New York signals in various Philadelphia area communities.

Subcommittee Backs FCC With STV Resolution

The House Communications Subcommittee has voted 6-1 to approve a "Sense of the Committee" resolution that would back the FCC in its plans to authorize over-the-air subscription television.

The full Commerce Committee, however, must approve the resolution before it could take effect, and it is less inclined to approve of pay television than the subcommittee. If approved by the committee, the resolution would be sent to the FCC for its comments.

Though backing Commission initiatives, the resolution makes a couple of points reflecting Congressional unease about the impact of subscription television. For one thing, the FCC's plans to

ban sports events on pay TV if they have been carried on free TV in the past two years would be extended by the subcommittee to a five-year ban. For another, the Commission would be asked to notify Congress six months in advance if it planned to change its pay TV rules, and the resolution also reminds the FCC that it can lift the license of any television station that, as a pay operation, would try to siphon programming away from commercial TV.

AMST Slates Meeting For April - Chicago

The Association of Maximum Service Telecasters, whose strongly anti-cable positions before the FCC and on Capitol Hill are often of concern to the CATV industry, has set its 15th annual membership meeting for April 7.

AMST always meets during the annual convention of the National Association of Broadcasters, which will be in Chicago this year, and AMST members will gather at the Conrad Hilton Hotel.



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Columbia Cable Agrees To Buy System, Franchises

Columbia Cable Systems, Inc., has announced that an agreement in principle has been reached with the stockholders of MultiVision Northwest, Inc., Multi-Channel Cable Company and Cable Video Company, Inc., to acquire the CATV system in Dalton, Ga. and CATV franchises in the suburban areas of Louisville, Ky., Columbus, Ohio and City of Paducah, Kentucky.

The firm said that the franchises have a potential of approximately 40,000 homes with communities of Shively, St. Matthews and Shelbyville in suburban Louisville encompassing approximately 16,000 homes; Whitehall and Circleville

in suburban Columbus 12,000 homes; and the City of Paducah 12,000 homes.

The operating system in Dalton, Ga., now 4 years old, serves 3,100 subscribers. It delivers 11 TV signals to its subscribers and has a current potential of 7,500 homes. Since its inception the system has originated local programming featuring a variety of community activities supported by local advertising.

The transaction, subject to approval by the Board of Directors of Columbia Cable Systems and the stockholders of the selling corporations, provides for a combination of 80,000 shares of Columbia stock and the assumption of certain debt.

Cablecom-General Files For Sale of Debentures

Cablecom-General Inc., a Colorado Springs firm that operates CATV systems and provides microwave service to its own and other cable systems, has filed at the Securities & Exchange Commission to register \$12,500,000 of convertible subordinated debentures, which will come due in 1990. The underwriting firm offering the debentures will be Dominick & Dominick Inc. of New York City.

"Part of the net proceeds of its debenture sale," the SEC said, "will be used to retire some \$4,625,000 of loans payable to RKO General Inc., incurred principally to finance construction.

Classified Advertising

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

REPRINTS...

Write to: CATV Weekly
1900 West Yale, Englewood, Colo. 80110

FOR SALE

T.V. Cable Company for sale. Located in fast-growing North Alabama town. For information contact Fred Taylor Real Estate, P. O. Box 276, Albertville, Alabama or phone AC 205-878-3061.

TECHNICAL DIRECTOR

Wanted by MSO headquartered in New York. Experience required in all phases of system design, maintenance, and operation.

Requires ability to organize and direct the activities of others and administer technical phases of system operations along corporate guidelines.

This is a corporate staff position which calls for working from office in New York City and considerable travel. Liberal company benefits apply, and salary is commensurate with job requirements and individual experience and ability.

An excellent opportunity for a technically competent, experienced CATV engineer with administrative ability.

Reply to CATV Weekly, Dept. W129-1.

WANTED: INSTALLERS AND TECHNICIANS

We will train you for immediate openings and higher pay to meet urgent demand for qualified personnel in dynamic CATV industry! 600 students in the National Cable Television Institute are learning new skills to make them worth more. Don't be left behind. Send for facts - free of cost and obligation: NCTI, 3022 N. W. Expressway, Suite 405, Dept. C4-C, Oklahoma City, Oklahoma 73112

CHIEF TECHNICIAN

New system under construction in medium sized southern Alabama resort town needs chief technician to supervise construction and work into manager's position. Excellent growth opportunity for aggressive young man, including eventual ownership interest. Reply to CATV Weekly, Dept. W109-3.

CHIEF TECHNICIAN & TECHNICIAN

Construction starting in 30 days on 60 mile system in beautiful lake resort town. Excellent opportunities with growing MSO. Excellent benefits and working conditions. Send resume to Coeur 'D Alene Cablevision, Box 1295, Coeur 'D Alene, Idaho 83814.

SYSTEM MANAGER FOR LONG ISLAND

Experienced manager wanted by large MSO for large Long Island system. Require strong administrative background. Self-starter. Salary open. Send resume and brief letter to CATV Weekly, Dept. W109-4. All replies held in confidence.

JANSKY & BAILEY

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Perform detailed circuit analysis and design solid-state circuits for broad band equipment in the VHF and UHF region. Experience required.

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Challenging opportunities to be the technical representative of one of the leading CATV manufacturers. Position requires individuals with technical communications background and ability to "get the job done" with minimum supervision. Extensive travel required.

Positions immediately available with one of the fastest growing divisions of the famous Kaiser affiliated firms-KAISER CATV, Division of Kaiser Aerospace & Electronics Corporation.

For more information call collect (602) 943-3431 or mail your inquiry to:

KAISER CATV

P.O. Box 9098
Phoenix, Arizona 95020
Attn: Personnel Manager

An Equal Opportunity Employer

profile of a leader



H. CLIFTON KROON

Born in Mankato, Minnesota, June 14, 1922. He is a graduate of the University of Minnesota, where he received his Juris Doctor degree in law in 1948. Served with the U.S. Army from 1943 to 1946. On January 1, 1949, opened a law office in Mankato where he still practices. Became involved in CATV first in his hometown, then in other Minnesota cities including New Ulm. He is immediate past president, past secretary and director of the North Central CATV Association. His wife Phyllis and he have four children—a married daughter Martha, and three other children, Sally, Herb and Mary.

On New Year's Eve day, 1954, Cliff Kroon was anxiously waiting at his office for the arrival of some of his fellow Jaycees and thinking only of the Jaycee cocktail party he was to attend. He greeted a knock on his door with a boisterous "Come on in." Somewhat confused, an engineer for Illinois Bell Telephone Company walked into his office . . . and introduced the Mankato, Minnesota, lawyer Clifton Kroon to CATV. The engineer explained to Cliff that he wanted legal assistance in obtaining pole rights with Illinois Bell for a Mankato cable television system. The attorney listened to what CATV was all about. Then, sold on the industry, he convinced the engineer to become partners in the venture with Rogert Regan, K. T. McHugo and himself.

Cliff rapidly learned of the benefits of cable TV to the subscriber and to the operator. The success of the venture in Mankato led him and his partners, with the exception of the telco engineer whom they bought out, to build and develop four more systems. The towns of New Ulm, Winona, Jackson and Fairmont, Minnesota, were built by Cliff and his partners between 1955 and 1965.

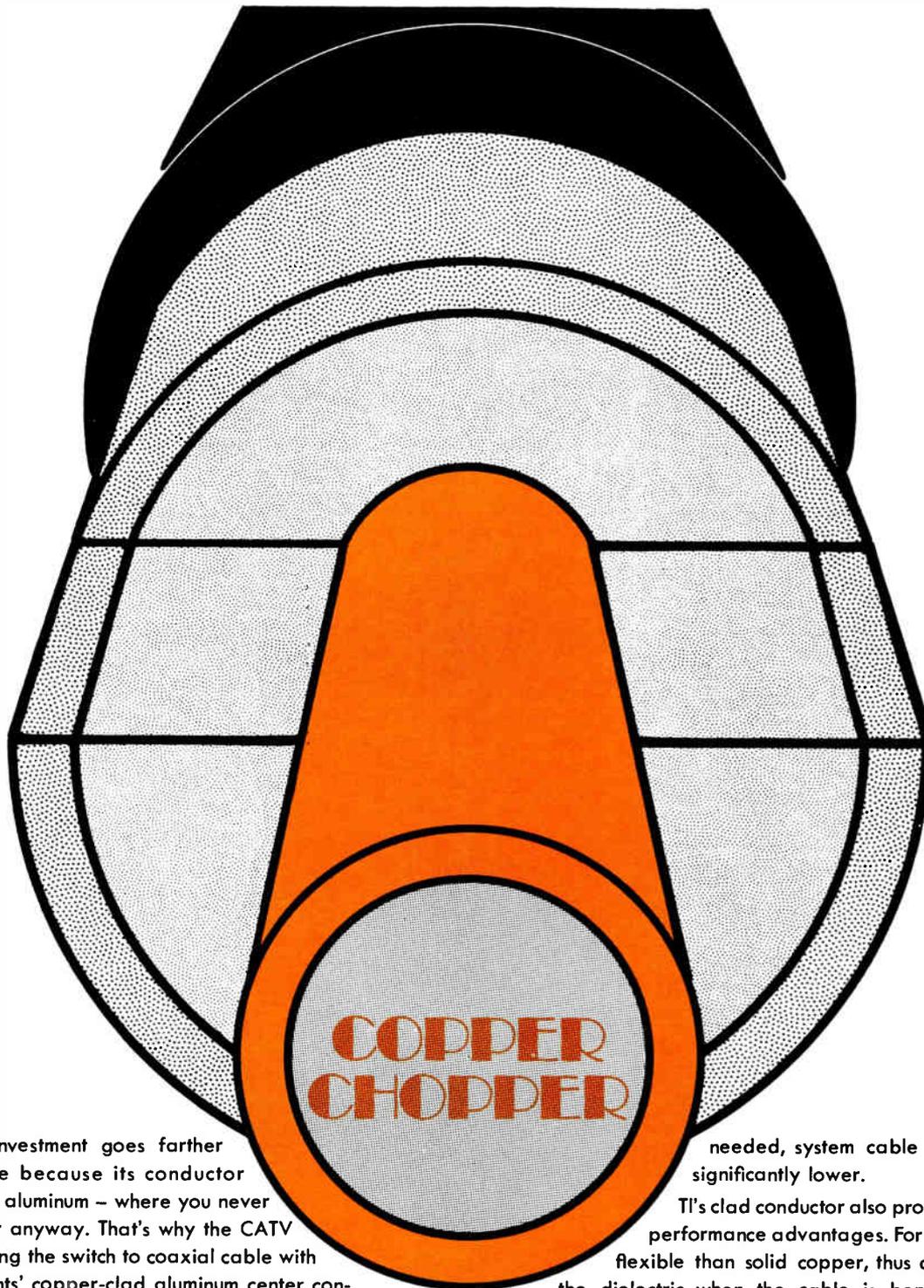
The other systems were sold, but Cliff retained his ownership interest in the New Ulm CATV system, with a subscriber count of 3,300. Keeping pace with industry progress, he plans to begin local origination in the near future. And with his characteristic flair for the unusual, he has purchased a bank building to house the CATV operation.

Not content with building cable systems, Cliff helped to build the North Central CATV Association. He's a charter member along with such other long-time cablemen as Ed Allen and Frank Thompson. He has been secretary and legislative liaison of the association, and last year served as President of the group. He has also been a member of the national association since its earliest days—"NCTA and I go back a long way," says Cliff. "I can even remember the days when Strat Smith and Ed Whitney shared offices."

Cliff is noted for the nonchalant manner that puts him equally at ease in CATV directors meetings, in the law library, among legislators or "in a Convention hospitality suite," he jokingly admits. He is widely recognized for his good humor but still has the ability to bear down as his law cohorts will attest.

"Consolidation" is deemed by Cliff to be the single greatest change he has seen over the years in the industry. While he himself is not involved in multiple system operations, he is enthusiastic about the tremendous growth this movement signifies.

His outside interests center around civic activities, church work and socializing with his many acquaintances inside and outside the CATV industry. Cliff Kroon rates high among the Mankato Jaycees, of which he was president . . . but no higher than he rates with the many cablemen he has befriended.



COPPER CHOPPER

Your copper investment goes farther with this cable because its conductor has a center of aluminum – where you never needed copper anyway. That's why the CATV industry is making the switch to coaxial cable with Texas Instruments' copper-clad aluminum center conductor. This clad conductor is a product of TI's intensive research and development program aimed at providing new materials that will reduce CATV system costs and improve system performance. We developed it specifically to free this fast-growing industry from the spiraling cost and uncertain supply of solid copper.

Our clad conductor is a "materials system" consisting of a solid core of aluminum metallurgically clad with a "skin" of copper. The copper skin comprises only 15% of the cross-sectional area of the conductor. But that's deep enough to transmit the full range of signals. And since copper is used only where

needed, system cable costs can be significantly lower.

TI's clad conductor also provides superior performance advantages. For one, it is more flexible than solid copper, thus doesn't distort the dielectric when the cable is bent; impedance remains stable and uniform. It's 40% lighter than solid copper cable, so it's easier to handle, safer in aerial installations. And, because its thermal expansion matches that of the aluminum outer sheath, pull out problems are minimized.

Don't let the high cost of copper stunt the growth of your system. You can switch to cable with TI's clad center conductor simply by specifying it on your next cable order to your favorite cable supplier. For full details on this material write: Texas Instruments Incorporated
Metallurgical Materials Division, 34 Forest St.,
Attleboro, Massachusetts 02703.



TEXAS INSTRUMENTS
INCORPORATED

virtually all electronic passive | farthest point from head-end, | pability".

Vikoa Awarded Contract To Build Up To 150 Miles of Futura 21 Channel Plant For Danville Cablevision, Inc.

Hoboken, New Jersey . . . Gerald H. Mattison, Eastern Division Sales Manager, Vikoa has announced that Danville Cablevision, Inc. has awarded Vikoa a contract to build a 21 Channel CATV plant in Danville, Virginia.

Construction of this, the second system Vikoa has built for the Principals of the Danville System, will begin in less than one month's time. It will have expansion capability to facilitate future growth, which is inevitable in this thriving community.

As part of the bill of materials that Vikoa will provide are Futura 21 Amplifiers, Taps, Drop Cable, Aluminum Coaxial Cable, necessary Hardware and virtually all electronic passive as well as active equipment necessary to complete the job as outlined.

William R. Van Buren, Jr., Secretary Treasurer, Daily Press, Inc. and Danville Cablevision, Inc., as he concluded arrangements with Vikoa's representative, Mr. Mattison, stated, "the record provides us with enough confidence in Vikoa to assure us that the finest electronic equipment, as well as wire and cable products will be incorporated into our 150 miles plus, system. We are looking forward to completion of our Danville operation with great expectations. Vikoa has, in the past, satisfied our every desire regarding performance in con-



(Standing) Mr. W. D. Laughinghouse, Assistant Secretary Treasurer, Daily Press, Inc. and Danville Cablevision, Inc.; and (seated, left to right) Donald A. Perry, Vice President and General Manager, Danville Cablevision, Inc., Gerald H. Mattison, Eastern Division Sales Manager, Vikoa Sales Corp., and William R. Van Buren Jr., Secretary Treasurer, Daily Press, Inc. and Danville Cablevision, Inc.

struction, satisfaction in reception both at head-end and at the farthest point from head-end, and in providing us with a simply designed expansion capability".

as well as active equipment

vikoa INC.
technically, the One