

and NBC; Barney F. Stanton, National Congress of Organizations of the Physically Handicapped;

Russell Pierson, National Association of Farm Broadcasters; Harry R. Olsson Jr., CBS Inc.; Representative Bob Sikes (D-Fla.); Alex Armendaris, Office of Minority Business Enterprise; George A. Koehler, president, Gateway Communications Inc.; Joseph M. Higgins, president, WHP Inc., Harrisburg, Pa.; Curtis W. Davis, Metropolitan Opera Association Inc., New York; David Foster, president, National Cable Television Association; Richard Loftus, representing Amvideo Corp., American Television & Communications and Communications Properties Inc.; Charles F. Dolan, Communications Development Corp.;

Joseph Tinella, president, International Association of Machinist and Aerospace Workers; Leonard F. Dube, president, Connecticut State United Auto Workers Council; Everett H. Erlick, ABC Inc.; Michael S. Horne, Association of Maximum Service Telecasters; Herman W. Land, president, Association of Independent Television Stations; Michael Finkelstein, National Association of Theatre Owners; Solomon Sagall, president, Teleglobe Pay-TV System; Richard R. Zaragoza, Duhamel Broadcasting Enterprises; Dore Schary, president, Theatrevision Inc.; Henry Geller, representing himself;

Barry Zorhian, Time Inc. (Home Box Office Inc., Manhattan Cable Television Inc.); Samuel R. Berger, Optical Systems Corp.; Lawrence H. Rogers III, president, Taft Broadcasting Co.; Jay E. Ricks, Teleprompter Corp.; Thomas F. Shack Jr., Cablecom-General Inc.; James A. McKenna Jr., for 19 television station licensees; Evelyn Junge, city attorney, City of New York; Dave Goldman, representing himself; Dorothy M. Lewis, American Mother's Committee; Steve Brayer, professor, Harvard University;

Charles R. Couch Jr., president, National Electronics Service Dealers Association; Peggy Charren, president, Action for Children's Television; Robert M. Kaufman, National Basketball Association; Keith Sorenson, K'Son Corp.; Kujatele Kweli, National Urban League; Ann H. Rickey, president, Women in Cable Inc.; Marcus Garvey Wilcher and Edwin Terry, Community Coalition for Media Change, Berkeley, Calif.; Willard E. Walbridge, National Association of Broadcasters; Al I. Perez, Mexican American Legal Defense and Educational Fund; Manuel D. Fierro, president, Raza Association of Spanish Surnamed Americans;

Charles E. Tate, executive director, Cablecommunications Resource Center; Berkeley G. Burrell, president, National Business League; J. H. Marsteller, Extractive Metallurgy, El Paso, Tex.; James D. Johnson, executive vice president, KHGL-TV Kearney, Neb.; Mayor Kevin H. White, City of Boston; Richard W. Chapin, president, Stuart Broadcasting; W. Bowman Cutter, Cable Television Information Center; Andrew M. Ockershausen, Evening Star Broadcasting stations; Jesse L. Jackson, Operation PUSH; Thomas E. Bolger, Forward Communications; Ralph M. Baruch, president, Viacom International Inc.;

Richard Green, Alliance of Black Promoters and Concerned Citizens for Economic Progress; Dennis B. McAlpine, representing himself; Morton Curtis Van Allen, Congress of Racial Equality; Allen Black Jr., Legal Defense Fund, National Association for the Advancement of Colored People; Henry Marsh, president, National Black Caucus of Local Elected Officials; Cartleton Goodlet, M.D., president, National Newspaper Publishers Association; Gwen Giles, St. Louis Council on Human Relations; Livingston L. Wingate, executive director, New York Urban League.

Covering all fronts

The National Association of Broadcasters last week tied its fight against alleged pay cable siphoning of television programs with President Ford's anti-inflation campaign.

In a letter to FCC Chairman Richard Wiley, NAB's television board chairman, Wilson Wearn, said if the FCC permits pay cable entrepreneurs to charge viewers for programs now available on free television, "it will contribute significantly to the fires of inflation. The average American family simply cannot afford to pay \$25 to \$50 a month or more for television programs at a time when its budgets are strained to the breaking

point trying to meet the costs of food, clothing and shelter."

In light of President Ford's recent call for all government agencies to include inflation impact statements with all major legislative proposals, regulations and rules, Mr. Wearn requested on behalf of NAB that the FCC undertake an inflation study if it proposes any changes in the existing pay cable rules.

Pay cable makes it into Manhattan

Time-owned HBO begins operations on Time-owned system there

Home Box Office Inc., New York, has begun offering its pay cable service to subscribers of commonly owned Manhattan Cable Television, one of New York's two operating cable systems.

The New York operation was the 10th cable system to have signed on with HBO in the past six weeks, the company said. HBO and Manhattan Cable are both subsidiaries of Time Inc.

HBO's pay cable "network" now extends through four Northeastern states and runs east to west from Islip, N.Y., to Shamokin, Pa., and north to south from Amsterdam, N.Y., to Wilmington, Del. It now claims to serve 30,000 customers on 36 systems, which have a total of about 300,000 subscribers. Thus, the company's approximate penetration in the markets it serves is 10%.

"We have trebled our own size since the beginning of 1974, both in numbers of affiliates and HBO subscribers," said President Gerald Levin. By the end of 1974, Mr. Levin added, "present commitments will put us into well over 40 systems."

Presently, HBO's largest market is Nassau county, Long Island, where 4,000 customers are served on Oyster Bay Cablevision in Hicksville and Jericho, both New York. The penetration there, the company said, is 96% of all present cable subscribers. The largest cable firm utilizing the service is Service Electric Cable TV, which provides HBO programming to 10,000 customers in nine Pennsylvania communities.

This month, the HBO network is offering six feature films new to television, including "Serpico" and "A Touch of Class." It is also feeding a package of 20 films previously run on the pay network, sports coverage which includes games of both the National and American Basketball Associations, the National Hockey League, boxing, wrestling and Roller Derby events.

Cable Briefs

Opportunity. Portland, Ore., and surrounding Multnomah county are jointly entertaining applications for cable franchise until Jan. 17, 1975. Plans call for two cable "networks," to be built individually or collectively by single firm or as joint venture. One (A network) would

be conventional subscriber system. Second (B network) would be "point-to-point, multi-user broadband communications system" for use by schools, hospitals, businesses. Bids must be submitted, along with 14 copies and \$5,000 fee, to Room 311, City Hall, Portland 97204.

Help. National Cable Television Association is soliciting ideas for papers to be delivered at both management and technical sessions of NCTA convention this April in New Orleans. Abstracts, no longer than 150 words, should be submitted to association by Nov. 13. Technical papers go to vice president for engineering, Delmer Ports; management to vice president for association affairs, Wally Briscoe.

Sold in Shelbyville. Shelbyville TV Antenna Service Inc. has sold its 1,100-subscriber system serving Shelbyville, Tenn., to Intertie Inc., Los Angeles, for undisclosed amount of cash and notes. Selling principals: William Wilkins, Robert Davidson and G. Freeman Fly. Broker: Daniels & Associates.

Standoff in Berkeley. Athena's Bay Cablevision, Berkeley, Calif., said city council there is stalling on year-old application for rate increase from \$4.70 to \$6.25 monthly until cable company makes \$40,000 advance payment on 8% tax on gross. System that also serves nearby Richmond, Calif., said it had been making advance payments but balked this year on ground it lost \$1.2 million last year and needs rate hike to get money. It also claimed 8% tax may be in conflict with FCC regulations limiting such levies to 3% of gross.

NCTA's Foster sees less ax grinding in pay-cable support

Analysis of parties filing comments with FCC last month is offered

National Cable Television Association President David Foster thinks the majority is on his organization's side in its dispute with broadcasters over pay cable.

Mr. Foster claimed that "more than 85%" of the comments to the FCC in its antisiphoning proceeding (BROADCASTING, Sept. 30) "called for relaxation or elimination of the pay cable rules." (NCTA prefers the latter action.)

The NCTA president maintained that of the more than 70 organizations which filed comments last month, 60 took a pro-pay stance. And the nine broadcast interests and one other trade group (the National Association of Theater Owners) which supported the rules, Mr. Foster asserted, "have a vested interest in preventing the growth of pay cable." In contrast, he said, only about 20 of the pro-pay comments came from vested interests on the other side.

"What is important," Mr. Foster claimed, "is the 40 other parties who have entered into the proceeding." The groups, he noted, included such cultural entities