

state level for pole rate increases. In two-thirds of the states where cable attaches to Bell poles, fees would remain the same for at least two years, AT&T said. Those states represent about 58% of Bell pole attachments nationwide, according to AT&T.

In six states fees would be adjusted to be equal, but not to exceed, the fee levels charged for other cable systems in those states. Out of an approximate 266,000 attachments in those six states, proposed increases would apply to about 85,000 poles. The total increase, estimated AT&T, would account for \$56,000 per year and would represent an average increase of 66 cents per pole.

In eight other states fees would be increased approximately 87 cents per pole adding revenues of about \$385,000 per year, said AT&T. Those increases would affect nearly 444,000 pole licenses.

Two states—California and Pennsylvania—the two states with the most cable systems—which represent 530,000 and 250,000 pole licenses respectively would be treated as special cases, said AT&T.

In the case of Pennsylvania, a separate agreement negotiated in 1971 calling for fee increases over a period of years was never implemented because it was contingent on a national settlement. AT&T now intends to go ahead and renegotiate the proposal at the local level.

In California any fee adjustments could not take place before July 1, 1976, because advance notice six months before the semi-annual billing date must be given. Pole rates are presently being reviewed by the California State Legislature.

AT&T pointed out that in California as well as 11 other states, annual fees charged by Bell companies have not changed since 1954. In 17 states, including Pennsylvania, fees have remained at the same levels for 10 years or more.

More pay via MDS

Microband Corp., a New York-based multipoint distribution service operator, has announced it will distribute pay-TV programs to cable systems, apartments and hotels in the Miami and St. Louis areas.

Midwest Corp., operator of the "Private Channel Club" in Miami, will provide the pay programming package to Americable Inc., which serves 2,000 subscribers in Homestead, Naranja Lakes and the surrounding area. Americable's headend is located in Homestead, 35 miles from the MDS station in downtown Miami.

Cinema 8 Productions Inc. will provide the Private Channel Club in the St. Louis area to Madison County Cable Vision, which serves 4,500 subscribers from its headend in Alton, Ill. The headend is 30 miles from the MDS transmitter at Clayton, Mo.

Private Channel Club service will also be offered to apartments and hotels in both cities.

According to Microband, MDS is cur-

rently being used to feed approximately 20% of all pay-TV subscribers.

A Scientific-Atlanta offer at \$65,000

Top earth station manufacturer reduces its unit price \$10,000; mass production and prospect of bulk deals make it possible

Scientific-Atlanta, the current front runner among earth station manufacturers tooling up for cable system needs, has reduced its per unit price to \$65,000. The \$10,000 price reduction was announced in response to the "mass produced" status of the standard model 10-meter earth station, according to an S-A spokesman.

Currently, S-A is producing earth stations at the rate of two per week and a second set of plant tooling will enable even faster production. Most other companies are either offering earth stations on a component basis—custom made for the client—or have a limited number of stock models available for immediate purchase (BROADCASTING, July 7, Sept. 8).

The announced price reduction is also—in part—a reaction to Transcommunications Corp.'s plans to form group purchases by assembling individual cable operators into bulk buys. Transcommunications had claimed it could offer S-A earth stations to bulk buyers at \$66,500 on orders of 20 earth stations (BROADCASTING, Aug. 25). In view of the price cut, Transcommunications is recommending that cable operators deal directly with S-A. According to Robert E. Button, a co-founder of the Transcommunications cable and broadcast consulting firm, the company had handled more than 50 orders, including potential requests, for earth stations.

Cable Briefs

Marketing for cable. Greg Liptak, Communications Properties Inc.; Tom Willett, Continental CATV Inc.; Gail Sermersheim, Telesis Corp.; Dave Lewine, Times Mirror Co. and other cable marketing professionals are contemplating formation of cable TV marketing society. Makeup and structure of such organization is wide open; idea jelled at close of pay-cable marketing seminar held in Chicago Sept. 11-12. Response to independently organized seminar was good and sentiment was expressed to form professional society to deal with cable marketing aspects—including pay cable—on regular basis much like Broadcast Promotion Association for broadcasters.

Feasible. Metz and Jarvis Associates Inc., Newtown, Pa., cable consultant, has been selected to conduct feasibility study on cable television for Pittsburgh.

Remote cable tuner. Keeble Selectra, Canadian firm, is marketing remote control TV tuner with 32-channel capacity. Keeble

Selectra tuner is being manufactured at Sparton of Canada Ltd., London, Ont., and sells for under \$100. Unit is first of kind, according to company, as it enables CATV subscribers to use remote clickstop tuning as do VHF-only watchers. Device is size and weight of pocket calculator, can be used at distances up to 25 feet and at 45 degree angles to TV set. Tuner sends ultra high frequency to receiver unit installed atop TV set. Ten-button calculator which serves as remote tuner is random access and need not select channels in progressive order. By adding module to inside of receiver unit, tuner can be modified to unscramble pay-cable programming channels.

Another to Tele-Media. Cablevision Inc.'s system serving Key West and Marathon, both Florida, was sold to Tele-Media for price in excess of \$3 million. Seller is John Spottswood. Buyers, Robert Tudek and Everett Mundy, own systems in Pennsylvania (BROADCASTING, Aug. 25), Ohio and West Virginia. System serves 10,000 subscribers and has 140 miles of plant. Broker: Ed Whitney.

Extra mileage. GTE Sylvania Inc. has been awarded contract by Telecommunications Inc. to construct 200-mile addition to its 180-mile cable system serving Dover, N.J. Construction will incorporate Sylvania Pathmaker transmission equipment and provide 20-channel service which includes Home Box Office Inc.'s pay programming channel. When completed, Dover system will pass in excess of 60,000 homes.

It happened. Community Cable Corp.'s system serving Naples, N.Y. was shut down midnight Sept. 1 as ordered by state cable commission (BROADCASTING, Sept. 1). Bids for new franchise will be opened in mid-September.

Sports consultant. Home Box Office Inc. has announced appointment of Trans World International Inc. as sports programming consultant for HBO pay TV network. TWI will assist HBO in acquiring rights to sports events and developing new program concepts as well as provide production facilities. TWI is television rep for American Basketball Association, World Football League and Wimbledon and U.S. Open Tennis Championships.

Illegal in Carlsbad. FCC has ordered Carlsbad (Calif.) Cable TV to show cause why it has continued to operate, despite commission denial of its certificate of compliance application year ago. Commission denied certificate on franchise grounds, since cable system held only temporary license from city. Cable system's principals are: Tom Shea, Wayne McKenna and Paul Montesorro; all local people.

Prejudged and left out. Citizens for Cable Awareness and its member organization, Philadelphia Community Cable Coalition, have petitioned FCC to reconsider its decision on three-tier regulatory framework (BROADCASTING, Aug. 18). Commission has deferred altering federal-state-local setup and put issue on