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DEPUTY CITY CLERK

November 8, 2000

**TO: ROBERT W. HEALY
CITY MANAGER**

FROM: DONNA P. LOPEZ 
DEPUTY CITY CLERK

SUBJECT: AGENDA # 12 OF NOVEMBER 6, 2000

Please be advised that at the November 6, 2000 City Council meeting Mayor Galluccio referred the report on Agenda Item Number Twelve, the same being a report on adding the Food Channel to cable service offered in Cambridge, back to the City Manager.

This item was referred back with the request that you inform ATT that their response is unacceptable in light of the number of pay-per-view channels.

I hope this information will be beneficial to you.

RECEIVED
2000 OCT 26 AM 10:15
OFFICE OF THE CITY MANAGER



AT&T Broadband
Riverbend Business Park
Six Campanelli Drive
Andover, MA 01810

October 23, 2000

Maryellen Carvello
Administrative Assistant
City of Cambridge
793 Massachusetts Avenue
Cambridge, MA 02139

Dear Ms. Carvello:

Thank you for forwarding the petition regarding the desired delivery of The Food Channel in Cambridge. Your feedback is important to us.

At present, AT&T Broadband has no immediate plans to launch The Food Channel in Cambridge. AT&T Broadband serves many customers with diverse viewing needs. We do our best to deliver a channel lineup of quality networks and services to our communities.

AT&T Broadband has designed a channel lineup which appeals to the most widespread segment of our customer base. The main factors influencing our programming decisions are:

- **Customer Demand:** Viewership ratings from Nielsen Media Research provide a valuable, quantitative method of gauging viewership and usage of cable networks. AT&T Broadband conducts periodic research surveys with customers which provides us with feedback on the types of programming that are in demand by customers. Direct customer contact is also a valuable tool used to access customer interest in programming services.
- **Competitive Landscape:** Like any business in a competitive environment, AT&T Broadband is constantly monitoring programming decisions made by our competitors.
- **Business Factors:** AT&T Broadband pays a fee to many of the programming services carried in your channel lineup. We work on behalf of the customer and company to enter into the most favorable long-term relationships with each network in order to keep rates as low as possible.

- **Government Mandate:** We are required by law to carry every Broadcast TV station in the area, as mandated by the FCC. Additionally, we are required to carry a certain number of local access channels, as mandated by local communities.

Clearly we are restricted by channel space which limits the number of new services that can be added to your channel lineup. We continue to monitor the progress of growing networks, such as The Food Channel and periodically evaluate our channel line-up's in concert with the demands of our customers.

I hope you find this response clarifies our decision regarding this matter. We appreciate your input and welcome feedback from our customers.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'T. Murnane', written over a horizontal line.

Timothy G. Murnane
Manager of Government Affairs

Cc: Lisa Peterson, City of Cambridge



62.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

November 6, 2000

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 00-105, regarding a report on adding the Food Channel to cable service offered in Cambridge, received from Timothy Murnane, Manager of Government Affairs for AT&T Broadband.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment



2000 Things 2 Do in 2000

S 381
Consent Agenda Item #12

Communication from Robert W. Healy, City Manager, relative to Awaiting Report Item Number 00-105 regarding a report on adding the Food Channel to cable service offered in Cambridge.

In City Council November 6, 2000

Referred back to the
City Manager on motion
of Mayor Galluccio
Letter sent to C. Mayor 11/8/00 (de)