

## CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139  
Tel. 498-9011

EXECUTIVE DEPARTMENT  
JAMES L. SULLIVAN  
City Manager

May 10, 1979

MEMORANDUM TO: Cable Television Advisory Committee

FROM: James L. Sullivan  
City Manager

SUBJECT: Appointment of Committee Members

I am appointing herewith a 17-person Cable Television Advisory Committee to serve the City of Cambridge. This action is taken pursuant to Paragraph 3.02(6) of the State Community Antenna Television Commission's licensing regulations. Names and addresses of the committee members are given in an attachment to this memorandum.

The seventeen members of the Cable Television Advisory Committee constitute a highly-talented and well-diversified group of citizens. I have selected them from more than thirty citizens who contacted me as to their deep interest in serving on the committee, and the decision was made difficult by the high level of qualifications offered by all who responded to my request for candidates. It is my hope that a practical way will be found for drawing on the talents and interest of those dedicated citizens whom I could not include on the committee without making it too large.

As Chairman of the Cable Television Advisory Committee, I have appointed Mr. Joseph G. Sakey, Director of Public Libraries for the City of Cambridge. Mr. Sakey's strong background and interest in communications, as well as his demonstrated leadership abilities, qualify him particularly well for this function, and we are fortunate to have his enthusiastic concurrence in the appointment.

My request to the committee is that it move forward on the basis of my report of February 26, 1979 to the State Commission, a copy of which is attached. As a first step, a work program and schedule should be prepared and submitted within 60 days for my review. This program should include a statement of staff and/or other resources considered necessary to produce findings and recommendations within a year's time. I am aware that Lexington's able committee devoted nearly five years to its own study of cable television issues, but we can reduce our study time by taking advantage of the work that it and many other cable television advisory committees have already done. We do not intend to reinvent the wheel, but rather to move quickly out to the frontiers of knowledge as to the issues, and then to become the cutting edge.

I extend both my thanks to the committee for its volunteer service in this area of great significance to Cambridge, and my best wishes for its success. The road will not be an easy one, and the Executive Department will stand ready to provide assistance in any way possible.

Mr. Sakey intends to contact the committee in the near future to arrange an initial meeting.

cc: Cambridge City Council  
Massachusetts Community Antenna Television Commission

CABLE TELEVISION ADVISORY COMMITTEE

CAMBRIDGE, MASSACHUSETTS

David Bird	66 Fresh Pond Lane
Betsy Broadman	6 Clinton Street
Deborah L. Chamberlin	159 Erie Street
Jerry R. Cole	177 Magazine Street
Bernard Frank Cullen	30 Chatham Street
Richard Kelly Fields	171 Chilton Street
Thomas J. Flynn	216 Lakeview Avenue
Gregory W. Hill	122 Sherman Street
Howard Hubbard	102 Lakeview Avenue
John B. Hudson	371 Harvard Street
Alfred W. LaRosa	118 Thorndike Street
John P. McGannon	56 Chestnut Street
Dr. E. Mit.(Mitropoulos)	515 Putnam Avenue, Apt. #6
James E. O'Reilly	20 Banks Street
David S. Reed	6 Ash Street
Joseph G. Sakey	Cambridge Public Library
William F. Zachmann	70 Chilton Street



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EXECUTIVE DEPARTMENT  
JAMES L. SULLIVAN  
City Manager

February 26, 1979

Community Antenna Television Commission  
Executive Office of Consumer Affairs  
The Commonwealth of Massachusetts  
100 Cambridge Street  
Boston, Massachusetts 02202

Attention: Mr. Jeffrey R. Forbes  
Executive Director

Dear Mr. Forbes:

In compliance with the Community Antenna Television Commission's Emergency Regulation 207 CMR 3.02(3), I am writing to advise you that:

1. Acting pursuant to Emergency Regulation 207 CMR 3.02(1), a group of Cambridge citizens secured and presented to me a 614-signature petition requesting that, as "Issuing Authority", I determine whether the Commission's prescribed licensing procedure for a cable television system should be initiated in Cambridge.
2. Acting pursuant to 207 CMR 3.02(2), I duly advertised a public hearing in line with the requirements of 207 CMR 3.01(2), and held this hearing on February 21, 1979. Copies of the hearing notices are enclosed for your records. A full report on the hearing will be forwarded after we complete transcription of the taped record of the proceedings.

After full consideration of the testimony given at the public hearing, I have reconfirmed my earlier position as to the licensing process and timetable most appropriate for Cambridge. This position is that Cambridge is best advised not to initiate the formal licensing process until a Cable Advisory Committee has reported its findings and recommendations on the issues a municipality should, if possible, deal with in depth before soliciting applications. In this connection, it is important to note that:

1. In my view, the issue as to cable television for Cambridge is

not whether, but rather how and when. We know that many municipalities already involved in franchises are wishing they had proceeded with greater care -- and on the basis of greater knowledge.

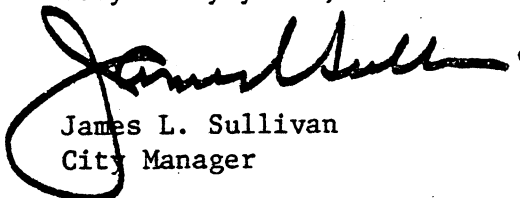
2. We also know that marked advances have been made in recent years as to both the technology of cable television and the public-control mechanisms best applied to its installation and operation. We want to allow a reasonable amount of time (e. g., one year) to develop for ourselves a base of knowledge on which we can, in the subsequent licensing process, put into operation a cable television system second to none in its capacity to improve our citizens' quality of life.
3. We know this will require that we deal effectively with the "invasion of privacy" issue. There is no question that "two-way interactive cable" systems could be used to collect miscellaneous information about participating households (e. g., the programs they select; and the answers they give to questions asked on "talk-back" programs). While our citizens will obviously retain the option not to participate in a two-way system, we want to devise controls that will make interactive participation possible with assurance that a family's privacy will not be invaded.
4. In particular, we want to structure a system that allows maximum flexibility for taking advantage of future technological advances. We have been advised that this is a key objective, due to the significant improvements now under development.
5. We do not at this time have an application before us (as contrasted with the situation that apparently sometimes faces a municipality at its first public hearing on cable television). Thus, by taking a year to study the issues, we are not delaying a potential franchisee nor risking the loss of such a firm's interest in Cambridge.
6. We are unusually fortunate in having a wealth of knowledgeable, deeply-interested citizens who want to serve on our Cable Advisory Committee. Eighteen applications, most with accompanying resumes, have already been received. I intend to appoint this committee in a matter of weeks, and to give it a challenging and demanding "scope of services" to work with. This scope of services will include, for instance, a thorough review of:
  - A. The basic technologies available at this time (e. g., cable, microwave, fiber-optics).
  - B. The advantages and disadvantages other municipalities have

experienced in the several ownership alternatives (e. g., municipal, private-sector, hybrid).

7. We are also most fortunate to have a high potential for integrating quality community-programming into our cable television system. The presence of Harvard University and the Massachusetts Institute of Technology in our city is a major factor in this potential -- but our wealth of smaller not-for-profit educational, civic, and performing groups is equally important. It is vital, in this light, that our process consider how to structure a system and franchise that take fullest possible advantage of this potential.

It is my intent that our Cambridge process move ahead with vigor, and that we reach the initiation-of-licensing point within a year's time. During this period, I will maintain contact with the Commonwealth's Cable Antenna Television Commission, and will welcome whatever information on new developments the Commission can make available to us.

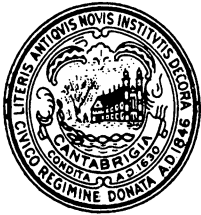
Very truly yours,



James L. Sullivan  
City Manager

JLS/mbf  
Enc.

cc: City Council  
Assistant City Manager for Community Development  
City Clerk  
City Solicitor  
Applicants for Advisory Committee Membership



## CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139  
Tel. 498-9011

EXECUTIVE DEPARTMENT  
JAMES L. SULLIVAN  
City Manager

May 14, 1979

Re: Awaiting Report Item No. 22  
Cable TV

To the Honorable, the City Council:

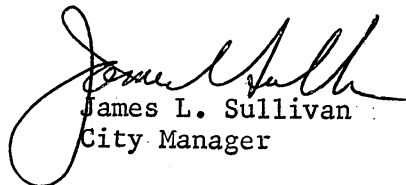
The attached memorandum covers my appointment of a seventeen-member Cable Television Advisory Committee. Joseph G. Sakey, Director of the Cambridge Public Library, has accepted the post of Chairman.

As detailed in the memorandum, I believe that this committee is capable of rendering high quality service to the City of Cambridge in developing findings and recommendations on the full range of cable television issues we face. A broad diversity of backgrounds and interests are represented among its membership.

All seventeen members volunteered their services in response to my announcement that an advisory committee was to be established. They were selected from more than thirty applicants whose qualifications were so strong that I regret having been unable to appoint the entire list.

I intend to give this committee every possible support, and to keep your Honorable Body informed of its progress as appropriate.

Very truly yours,

  
James L. Sullivan  
City Manager

JLS/b

A-59

Response to Awaiting Report Item no. 22 re:  
appointment of 17 persons to the Cable Tele-  
vision Advisory Committee.

In City Council,

May 14, 1979

5/4/1979

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