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October 22, 2002

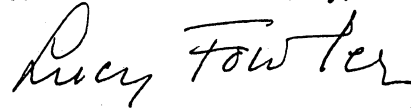
Michael A. Sullivan, Mayor
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Mayor Sullivan,

I am a Cambridge resident who summers on the Cape. My husband and I have discovered that our Cape Cod Cable company carries a wonderful Arts Program named Classic Arts Showcase. It comes free for the asking from California. The whole point is to encourage citizens to sample the arts and get interested in seeing a live performance.

The regular commercial channels do not want to carry it as they want to sell their air time to big advertisers. It is my hope that you will ask whoever does the programming for the Cambridge Community Channels to air the Arts Program in any of the times when they are not showing Council meetings or other live programming.

I enclose a printout about how to get the program. If you are able to provide us with non-speaking arts programs, that would be a wonderful service for the community, Thank you for your attention to this matter. Sincerely,



Lucy L. Fowler (Mrs. Harry H.)
70 Fresh Pond Parkway
Cambridge, MA 02138



Classic Arts Showcase

A Television Channel for the Arts

From Satellite
Galaxy 1R-5



Channels (Sched)

How To Get CAS

Application

F.A.Q.

Learn Arts (Links)

Get Videos

Info For Arts Orgs

Info For Schools

Media Coverage

Viewer Mail

Contact

Home

Welcome to the Classic Arts Showcase Channel web site.

CAS is designed to bring the classic arts experience to the largest audience possible by providing short video clips of the arts in hopes that we may tempt you, the viewer, to go out and feast from the buffet of arts available in your community.

The spectrum of classic arts disciplines aired on Classic Arts Showcase includes video samplings of animation, architectural art, ballet, chamber and choral music, dance, folk art, museum art, musical theater, opera, orchestral, recital, solo instrumental, solo vocal, and theatrical performances, as well as classic film and archival documentaries.

Classic Arts Showcase is on the air 24-hours from Satellite Galaxy 1R Transponder 5, covering most of North and South America ([Channels and Schedules](#)). We're available free of charge to cable companies and broadcasters ([Get Classic Arts Showcase](#)).

If we've inspired you to see a concert, attend a recital, or go to the theatre, please share your story with us.

CLASSIC ARTS SHOWCASE
The Lloyd E. Rigler - Lawrence E. Deutsch Foundation
PO Box 828 Burbank, CA 91503
(323) 878-0283 Fax (323) 878-0329
casmail@earthlink.net

- President: [Lloyd E. Rigler](#)
- Programming Director :
[Jamie Rigler](#)





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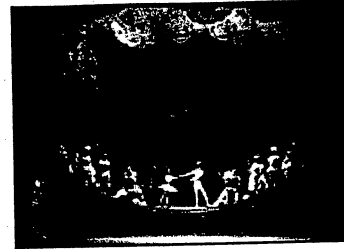
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HOW TO GET CAS

BROADCASTERS

CAS is free to any broadcaster, cable company or PEG channel that wants us, unscrambled, available 24 hours a day. We come to you via satellite Galaxy 1R Transponder 5. You can do an air check of our show right now. Then fill out the APPLICATION and fax it to us. We'll fax you a Letter of Agreement, and that's it. You could start airing CAS today! CAS is 24 hour program showing titled clips of ballet, opera, modern dance, classical music, choral and chamber music, sculpture, painting, classic film, musical theatre and much more. The clips are arranged in an eclectic order so you never know what's coming next. Our hope is to inspire and delight our audience with the clips, and so create an interest in the classic arts. We show no commercials.



VIEWERS

First check the CHANNELS AND SCHEDULES page to see if you already do get CAS. If you don't, here are some things you can do:

1) Contact Your Cable Company: Cable companies listen to their viewers, and count how many times a particular channel is asked for. Tell them that CAS is one of your reasons for even having cable. Give them our web site and other contact information, and we'll take it from there.

2) Contact Your Local Community Channel: Because we are noncommercial networks and cable companies won't carry us. However, your local public, educational and government community access channels will. These "community channels" are sent to you by your cable company in exchange for their right to operate in your city, and the community channels love CAS because it's free, quality programming. Tell them to do an air check of our show from satellite Galaxy 1R Transponder 5 (we are only

available from satellite). Give them our web site address so they can get an APPLICATION.

3) PBS and Other Channels: We are carried by a number of PBS channels, and you might want to ask them if they have room on their schedule for a free show (particularly overnight, when most PBS channels either go off the air or just repeat their daytime schedule). Some local origination channels and small satellite providers carry us. Contact them, give them our web site address so they can get an APPLICATION. We are also carried over some closed circuit systems (hotels, schools, hospitals, etc.) which receive us directly, 24 hours a day. If this is your situation you must have your own satellite dish, able to receive C-Band satellite signals. We're on Galaxy 1R Transponder 5, and we're free and unscrambled, and you must also first fill out an APPLICATION.

4) Contact Your City Council or Cable Franchise Agency: If you have no community channels where you live, contact your city council and ask them for one. Or look on your cable bill for the name of the Franchise Agency that determines what community channels your cable company should provide to you. Tell them to do an air check of our show from satellite Galaxy 1R Transponder 5 (we are only available from satellite). Give them our web site address so they can get an APPLICATION, or have them CONTACT us directly. Emphasize to them that CAS is a benefit to the community, as our only mission is encourage people to go out and support the arts organizations in your community. CAS is educational, free, and a great public service that your city council can provide to its constituents.

5) If You Have Direct-TV or Another Satellite Provider: Right now they don't carry us, but if enough people ask them for us, perhaps they will. Tell them to do an air check of our show from satellite Galaxy 1R Transponder 5 (we are only available from satellite). Give them our web site address so they can get an APPLICATION.

6) If You Have Your Own C-Band Satellite Dish: Congratulations, you can see us 24 hours a day for free, no application required. Just tune to Galaxy 1R Transponder 5.

ARTS ORGANIZATIONS

CAS was created solely to help you increase your tickets sales by inspiring viewers to attend the arts. This is why major arts organizations like The Kennedy Center in Washington D.C. put Arts Alerts in their programs, telling viewers where to see us, and show Classic Arts Showcase on monitors in their lobby and public areas. Your organization could show us, too – and it's free. All you need is a satellite dish able to pick up C-Band signals. We're available 24 hours a day, free and unscrambled, from satellite Galaxy 1R Transponder 5. You could air CAS for free in your lobby and public areas. Click here for an [APPLICATION](#).

CAS is a gift from the Lloyd E. Rigler - Lawrence E. Deutsch Foundation which has been supporting the arts for over 35 years. Go to our page for [ART ORGANIZATIONS](#) for several other ideas on how to increase the size of your audience.

SCHOOLS

We all know how important the arts are for a well rounded education, and CAS can help. Get a satellite dish and begin airing CAS in your school as a classroom tool. It's free and available 24 hours. Click here for an [APPLICATION](#). Click here for more info about CAS and [SCHOOLS](#).

[Home](#)

APPLICATION TO AIR CLASSIC ARTS SHOWCASE - Classic Arts Showcase is available free to anyone who wants it, 24 hours a day, from satellite G1R- 5. Broadcasters wishing to air our program must first fill out this application.

Channel Name:	Channel Number:
City:	State:
Weekly Schedule for CAS:	
Cities Covered:	
Contact Person:	Phone:
Fax:	E-Mail:
Web Site:	Cable Company:
Channel "Type" (Public? Educational? Government? PBS? Other?):	
Number of Households Covered:	

- Programming will not be altered in any way.
- Classic Arts Showcase must be programmed in 1 hour (or more) blocks.
- No commercials are permitted.
- If carried by a commercial cable company Classic Arts Showcase must be available at the Basic Cable rate.
- No one may be charged for Classic Arts Showcase.

() YES we agree to comply with the above. Signature:

Fax, or mail. Upon acceptance of application you will be sent a formal **Letter of Agreement** to sign.
 CLASSIC ARTS SHOWCASE | PO BOX 828 BURBANK, CA 91503 | TEL: 323-878-0283 FAX: 323-878-0329
www.classicartsshowcase.org | Web Manager: Charlie Mount cmcasmail@earthlink.net



City of Cambridge

O-5.

IN CITY COUNCIL

November 4, 2002

MAYOR SULLIVAN
VICE MAYOR DAVIS
COUNCILLOR DECKER
COUNCILLOR GALLUCCIO
COUNCILLOR MAHER
COUNCILLOR MURPHY
COUNCILLOR REEVES
COUNCILLOR SIMMONS
COUNCILLOR TOOMEY

ORDERED: That the City Manager be and hereby is requested to report back to the City Council on including more arts programming on the City's cable station as a way to promote public involvement and participation in the arts available in Cambridge (see attached information).

In City Council November 4, 2002.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy; *D. Margaret Drury*

ATTEST:-

D. Margaret Drury
City Clerk

CM-248

ORDER #5

Report on including more arts programming on the City's cable station to promote public involvement and participation in the arts available in Cambridge.

Mayor Sullivan

In City Council November 4, 2002

ORDER ADOPTED.