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Cambridge Cablevision Corporation



FOR IMMEDIATE RELEASE:

CAMBRIDGE CABLEVISION FORMS CO-OP AND OFFERS \$1.50 UNIVERSAL SERVICE

Cambridge, MA, October 22, 1984. Cambridge Cablevision Corporation (3C), applicant for the City of Cambridge cable TV license, announced today that it is proposing a 30-channel universal service in Cambridge, which residents will receive at \$1.50 per month. Other services, including pay TV channels, will be available for an additional charge.

The \$1.50 universal service fee will make cable TV economically attractive to most Cambridge households. This low fee is made possible by a cost-conscious system plan and the creation of a community-based consumer co-operative.

Members of the Cambridge Cablevision Consumer Co-operative (4C) will pay a monthly membership fee of \$1.50 and will receive the 30-channel universal service from 3C free of charge. The Co-operative (4C) will also operate 16 of the system's channels for public access, news, sports, and other local programming. 3C will contribute \$1,250,000 to 4C for studio facilities and programming equipment along with a \$400,000 grant for startup expenses.

The Co-operative (4C) is governed by an interim Board of nine community representatives, which will be expanded to a 49 member Board to reflect the full range of Cambridge's neighborhood, ethnic, institutional, and special interest and needs groups.

Cambridge Cablevision (3C) is a private company which will secure \$17.3 million to finance the Cambridge cable TV system through a limited partnership and institutional loans. 4C will be a part-owner of 3C from the outset and will have the option to buy 100 percent of the ownership at a later date. This hybrid private/public ownership proposal reflects the referendum held in Cambridge in November 1983 when the voters of the City split down the middle on the question of private versus municipal ownership of the cable TV system.

Entertainment programming will be at the core of the 3C system, which will also include satellite-delivered special-interest channels. Telecommunication services for businesses and institutions will be provided on a separate institutional network (I-Net). The I-Net will be managed by Cambridge Cable Development Corporation, a subsidiary of Kalba Bowen Associates, the Cambridge-based telecommunications research and consulting firm.

Alan M. Flaherty, 3C's President and an experienced cable and pay TV operator, made the following statement upon the submission of the company's application to the City, "We are a locally-based group that is ready to work with the public and private elements necessary to make the Cambridge cable system a success for consumers, for the City and for the future of Cambridge."

For additional information, please contact Nancy Csaplar at (617) 661-6058.

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