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Cambridge Cablevision Corporation



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CAMBRIDGE, MASS.

December 10, 1984

The City Manager's Cable Television Advisory Committee

and

Mr. Joseph Sakey
Cambridge Cable Television Commissioner
Office of Cable Television
449 Broadway
Cambridge, MA 02138

Dear Mr. Sakey and Committee Members:

The comparative review charts presented at the Cable Television Advisory Committee meeting on Thursday, November 29 contain major omissions and inaccuracies regarding the license application submitted by Cambridge Cablevision Corporation (3C). This letter clarifies some of that material. I hope this will help your staff present 3C information more accurately and equitably in the future.

The material underlined below indicates the information presented in your comparison. The non-underlined material cites the information which I believe would have helped the members of the Cambridge Cable Advisory Committee more clearly understand the 3C proposal.

BROADCAST AUDIO SIGNAL CARRIAGE AND CHANNEL ALLOCATION

- The rates for audio services proposed by 3C are not "N/A" as indicated in the City's review charts. Section V, page 9, of the 3C license application states that all FM audio channels will be included in 3C's Universal tier which is free to members of the Cambridge Cablevision Consumer Cooperative (4C) and which costs \$1.50 per month to non-members. This information is repeated on page 12 of that section.

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- The City's review charts state that 3C "will offer eighteen FM broadcast signals." This information alone is unclear. In Section V, page 16, of the 3C license application 3C indicates that it plans to seek the guidance of 4C and its subscribers in selecting FM broadcast channels to offer by cable. Cambridge Cablevision chooses not to propose specific audio channels in its application for two reasons: 1) the optimal channels for service to Cambridge can change significantly between the time the application is submitted and the time the system is operational; and 2) 4C chooses not to provide official programming input until its community-elected and City-appointed Board of Directors votes on this matter on a timely basis.

PUBLIC ACCESS AND LOCAL ORIGINATION

- The City's review chart leaves a blank in the 3C column corresponding to ongoing public access funding. Section VI, page 16, of the 3C license application indicates that proposed operating allowances for public access and local origination total \$1.8 million in the first five years. Specifically, Exhibit VI-2, lines 449 through 451, show the following startup and ongoing funding for public access and local origination.

	<u>15-year License term</u>
Start-up	\$ 400,000
Ongoing operations (7% of gross)	\$ 5,518,000
Advertising revenues	\$ 6,720,000
TOTAL	<u>\$12,638,000</u>

Because the 4C Board of Directors will set policy regarding resource allocation between public access and local origination, 3C cannot be more specific about these items in its application.

- The City's review charts state that 3C proposes \$235,000 for public access equipment and \$345,000 for local origination. This is incomplete. Section VI, page 15, of the 3C license application states that a total of \$1.25 million will be allocated for public access and local origination

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equipment. 3C identified specific equipment funding for public access and local origination as \$235,000 and \$345,000, respectively. The remaining \$670,000 which 3C did not specify will be spent on equipment for public access and local origination at 4C's discretion.

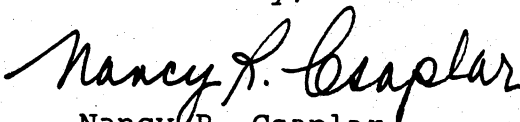
MUNICIPAL SERVICES

- The City's review charts specifically state that 3C's competitors are offering character generation equipment for municipal services. It omits 3C's proposal in this regard. Section IX page 4 of the 3C license application states that 3C will provide three character generators for Cambridge municipal services.

Clearly, it is important that essential information about 3C's application as well as that of the other applicants be made available to all members of the Cable Advisory Committee. I am perplexed at the degree to which such information was either overlooked or omitted from the comparison presented at the meeting, because 3C has fully answered all of the questions in the Issuing Authority Report. I trust that those answers, together with the notations above, will help to avoid a similar situation in the future.

For corrective purposes, I respectfully request that this letter be sent to those persons who have already received the review charts and that this letter be appended to review charts which remain to be distributed. Anyone with questions about the 3C application is welcome to telephone me at 661-6058 or visit me at the Cambridge Cablevision office, 12 Arrow Street.

Yours truly,



Nancy R. Csaplar
Director of Development

cc: Cambridge City Council
Ned Casey
Paul Healy
Robert Healy
Jean Rice

11. 5-789

Comm. from Nancy R. Csaplar, Director of
Development, Cambridge Cablevision Corp.,
transmitting information to clarify material
presented at the Cable Television Advisory
Committee meeting held on Thursdya, November
29, 1984.

In City Council,

December 17, 1984

12/17/84

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