

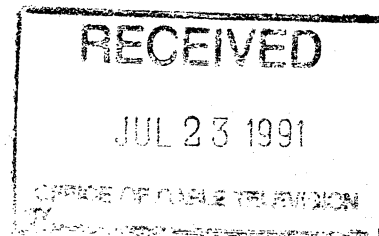
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OFFICE OF THE CITY MANAGER



**Continental
Cablevision®**

July 23, 1991

Mr. Ned Casey
Director of Cable Television
Office of Cable Television
449 Broadway
Cambridge, MA 02139



Dear Mr. Casey:

Continental Cablevision has reviewed Mr. Krohn's May 1, 1991 letter to Councillor Walsh.

In this letter, Mr. Krohn inquires about the feasibility of providing SCOLA, the foreign language channel, on the Educational Access channel 36 or WRLS Rindge and Latin Channel 47.

Scott Nickerson, our Technical Manager, and Frank Yaskin, the Outside Plant Supervisor, have analyzed several options to deliver SCOLA programming to the schools' channels.

It was determined that some additional equipment will be needed to be purchased to allow insertion of SCOLA programming onto the school's channels. The cost of these materials will be approximately \$4800 and will allow the current satellite receiving antenna at the Cambridge Rindge and Latin School to pick-up and distribute SCOLA on channel 36 or 47.

We at Continental Cablevision have two questions that are of interest to us.

1. In regards to the programming costs for SCOLA, who will be responsible for the ongoing fees for its carriage?
2. Concerning the capital requirements for this project, where would the funds come from?

While we recognize the merits of this project, Continental is not prepared at this time to provide funding, as we currently have two 24 hour foreign language channels that we feel meet the needs of our community. On April 1, 1991, Continental Cablevision launched The International Channel. This network provides foreign language programming and special events from 14 countries around the world. We also carry Univision, a 24 hour Spanish network, on Channel 52.

I would like the opportunity to discuss this project further with you should the City decide to carry SCOLA.

Sincerely,



Philip S. Ripa
General Manager



City of Cambridge

A handwritten signature in the top right corner of the page.

3.

IN CITY COUNCIL

May 13, 1991

COUNCILLOR WALSH

ORDERED: That the City Manager request the Director of the City's Cable TV Office to examine the possibility and feasibility, fiscally, technologically and community-service wise, of the suggestion in the attached letter from Cambridge resident Kenneth B. Krohn for additional SCOLA foreign language cable service here in the city; and be it further

ORDERED: That the City Manager report back to the Council on this matter at his early convenience so that a hearing by the Council's Cable TV & Communications Committee can be scheduled on the findings.

In City Council May 13, 1991.

Adopted by the affirmative vote of nine members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

A handwritten signature of Joseph E. Connarton.

Joseph E. Connarton
City Clerk

Kenneth B. Krohn, Ph.D.
12 Arnold Circle, N^o 7
Cambridge, MA 02139-2212

Telephones: (617) 576-0961
(617) 661-4589
(617) 492-8670 (Fax)

May 1, 1991

Hon. William H. Walsh, Esq.
Chairman, Cable Subcommittee
26 Hurlbut Street
Cambridge, MA 02138

re: Suggestion for additional foreign language cable service

Dear Councillor Walsh:

Cambridge Community TV (CCTV) several weeks ago initiated an excellent service which consists of cablecasting on channel 54 the *SCOLA* foreign language educational service.

The *SCOLA* foreign language service operates 24 hours a day and consists of a continuous series of rebroadcasts of recent television news programs in the original version (in the language of the transmitting country which usually is not English) from a wide variety of different countries; i.e. Iran, Saudi Arabia, Jordan, Germany, France, Spain, Mexico, Chile, Brazil, USSR, Turkey, Taiwan, Greece, Italy, Papua New Guinea, Holland, Egypt, Latvia, Lithuania, Croatia, Slovenia, Poland, Algeria, Libya, Sweden, India, Oman, Israel, Sweden, Malaysia, Kenya and Korea. *SCOLA* itself is a non-profit organization based in Omaha, Nebraska.

CCTV cablecasts the *SCOLA* foreign language service whenever channel 54 is not otherwise being used for programming locally originated by *CCTV*, which local programming generally takes place from about 5:00 p.m. through midnight each day, including weekends. Thus, the *SCOLA* service is used as a sort of fill-in during off-hours and is cablecasted from about midnight through 5:00 p.m. each day.

The *SCOLA* foreign language service is picked up by *CCTV*'s satellite dish and is licensed through *MCET* (*Massachusetts Corporation for Educational Telecommunications*), a local non-profit educational corporation, for language instructional use in the Cambridge Public Schools. The additional use of this service for cablecasting to the public is without incremental cost.

In my opinion the *SCOLA* foreign language service is so good that it is a pity for it to be blanked out every evening by *CCTV*'s local programming. From my point of view it is particularly unfortunate that the major weekly French language *SCOLA* broadcasts, which occur from 4:45 p.m. through 7:30 p.m. on Saturday and from 4:45 p.m. through 10:00 p.m. on Sunday cannot be seen because of the blank out. (*Continental Cablevision* used to provide a full-time French language station, *CKSH* from

from Kenneth B. Krohn to Hon. William H. Walsh, Esq.
May 1, 1991

Sherbrooke, Quebec but was obliged to discontinue that service a few years ago because of drastically increased royalty fees.)

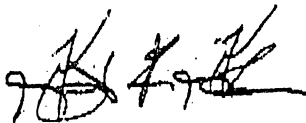
The suggestion which I wish to make to the *Cable Subcommittee* is that the SCOLA foreign language service be cablecasted in the evenings, at least on weekends, over one of the two virtually unused channels controlled by the *Cambridge School Department*; i.e., either channel 36 (the *Cambridge Educational Channel*) or channel 47 (WRLS Rindge Latin).

It would seem reasonable to make the SCOLA foreign language service, which after all is educational programming acquired for use in the *Cambridge School Department*, available to the general public on one of the School Department's channels, particularly when these channels are so under-utilized.

I believe that my suggestion could be implemented at little or no cost.

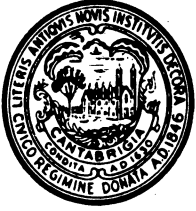
I would appreciate your consideration of this suggestion at the upcoming annual hearing on cable television in Cambridge scheduled to be held on May 9, 1991.

Sincerely yours,



Kenneth B. Krohn

cc: Ned Casey, Commissioner
Cambridge Cable TV Office
449 Broadway
Cambridge, MA 02138



CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

TEL. 349-4300
FAX. 349-4307

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

August 7, 1991
XXXXXXXXXXXX
July 29, 1991

To The Honorable, The City Council:

With regard to Awaiting Report Item No. 25, relative to additional SCOLA foreign language cable service, please find attached a response from Philip S. Ripa, General Manager of Continental Cablevision.

Very truly yours,

Robert W. Healy
City Manager

RWH/mev
attachment

CONSENT AGENDA ITEM # 31 *S-906*

Awaiting Report Item # 25, regarding
additional SCOLA foreign language
cable service.

In City Council,

August 7, 1991

Placed on File