

City of Cambridge

The Committee on Cable Television and Communications conducted a public hearing on Thursday, January 24, 1991 beginning at 5:53 p. m. in the Sullivan Chamber, City Hall. The purpose of the hearing was to discuss a recently published report relative to subscriber satisfaction/dissatisfaction with the quality of programming and an announcement of the establishment of a twenty-four hour local news channel.

Members present were: Councillor William Walsh and City Clerk Joseph E. Connarton.

Councillor Walsh opened the hearing by welcoming Mr. Philip Ripa, General Manager of Continental Cablevision and his staff and requested Mr. Ripa to come forward.

Mr. Ripa stated, in response to Councillor Walsh's inquiry, that he or his staff had spoken with each person who had filled out a response card indicating some problem existed in an effort to satisfactorily resolve any outstanding issues.

Councillor Walsh further questioned how firm the members were which were in the report dated January 7, 1991 submitted by City Manager, Robert W. Healy.

Mr. Ripa responded by stating that he believed the numbers were firm.

Councillor Walsh further questioned why Cambridge senior citizens do not receive a discount on their rates given the fact these individuals for the most are on a fixed income. Furthermore, he stated, he believed that providing a senior citizen discount would generate increased subscribership for the cable company.

Mr. Ripa responded by stating although a Continental Cablevision doesn't provide a senior citizen discount per se, they do allow for free installation and have an 11 channel package at rates beginning as low as \$8.95. Furthermore, he stated he it was his intention to target senior citizens for an expanded customer base in the near future and would be willing to consider further a discount program.

Responding to Councillor Walsh's inquiry relative to the 24 hour news channel, Mr. Ripa outlined the program and format indicating the effected viewing audience would be approximately 650,000 given the fact that this news hookup will be connected through the Commonwealth w with each municipality contributing to the program.

Finally, Mr. Ripa stated, in response to Councillor Walsh, that he had a very dedicated and capable staff who were committed to continuing the effectiveness and subscribership of Cable Television to all the people of Cambridge and to that end would be adding some additional staff to meet that goal.

The hearing was adjourned at 6:23 p. m.

For the Committee,

Councillor William H. Walsh
Chairman

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S-223
COMMITTEE REPORT

Report from the Cable Television and Communications committee for a hearing held on Jan. 24, 1991 to discuss a report on subscriber satisfaction/dissatisfaction with the quality of programming and the establishment of a local news channel.

In City Council,

February 4, 1991

Report accepted

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Placed on file