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October 6, 1969

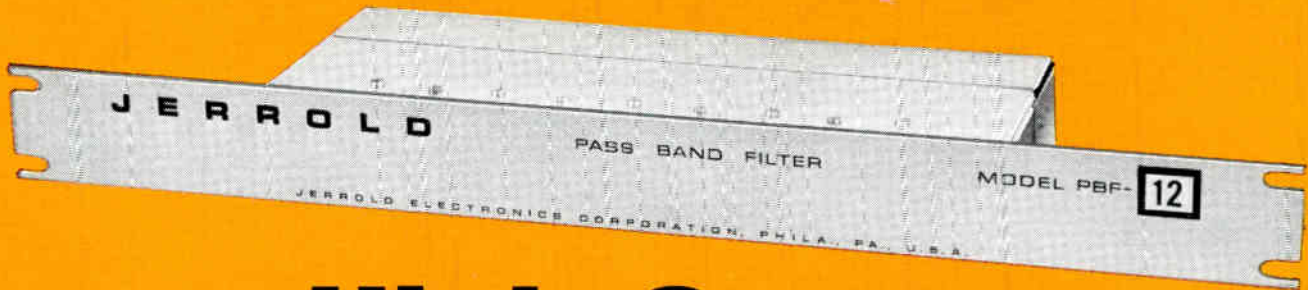
# CATV

*Authoritative Newsweekly of Cable Television*



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# Conspectus



## OUR COVER

*Successful Pennsylvania Community Antenna Television Association annual meeting was held in Meadville. Pictured above, left to right, are James J. Duratz, general manager of Meadville Master Antenna, Inc. who headed the committee on arrangements; Miss Yolanda G. Barco, Meadville Master Antenna executive vice president; Joseph S. Gans, PCATA past president; John J. Rigas, PCATA president, and Jay Sedwick, PCATA secretary.*

# CATV

**Authoritative Newsweekly of Cable Television**

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page 7

Both copyright owners and NAB have submitted a new proposal to McClellan's House Copyright Subcommittee which has been characterized as at least "hard-line."

page 8

Apparently under shadow of broadcast thunderhead, Douglas Anello leaps for cover: Rumors say NAB-NCTA agreement, which was approved by Anello forced general counsel resignation.

page 8

Plan to ease cost of broadcast time to political candidates formulated with help of old FCC head, Newton Minnow and new head (assuming confirmation) Dean Burch.

page 9

Subscription Television decision by FCC upheld by U. S. court of appeals sponsors, NATO and Joint Committee Against Pay-TV await House Commerce Committee hearings.

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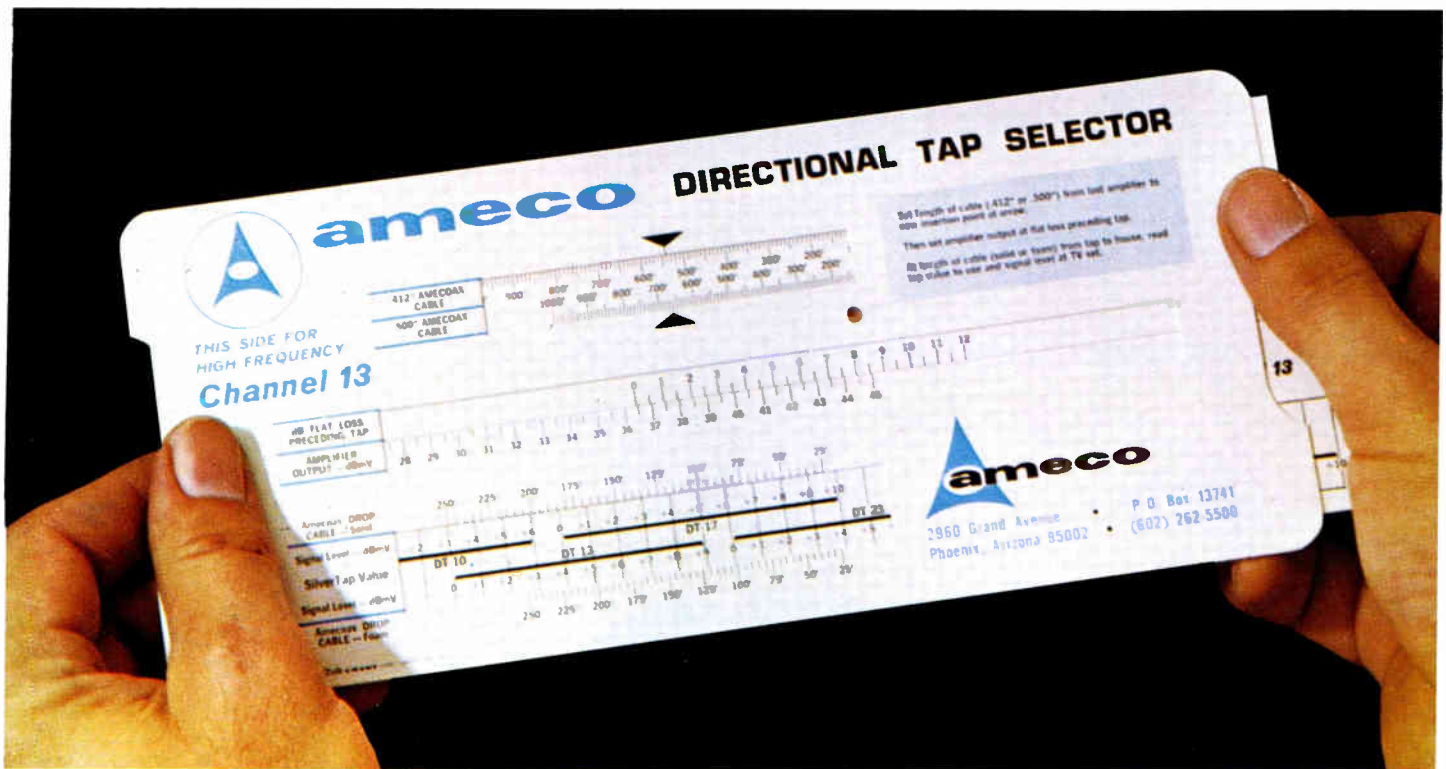
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*Robert A. Searle*  
*Editor*

## Viewpoint

### Suggested Reading, Mr. Chairman

Whatever the new FCC Chairman's posture on cable television will be, one certainly cannot say that he didn't have sufficient data before him to come up with an informed position. If, as is likely, he has been listening carefully to people in Washington these past couple of weeks, he must by now have a greater appreciation for the story of the three blind men describing the elephant.

Listening to copyright holders, he'll be certain that cablemen are thieves; listening to broadcasters, he'll know cablemen are stubborn, unwilling to negotiate a "peaceful settlement"; listening to the Justice Department, on the other hand, he'll hear that cable people will give too much away just to achieve peace; and listening to the present Commission, he'll be told that cablemen are unfair competitors.

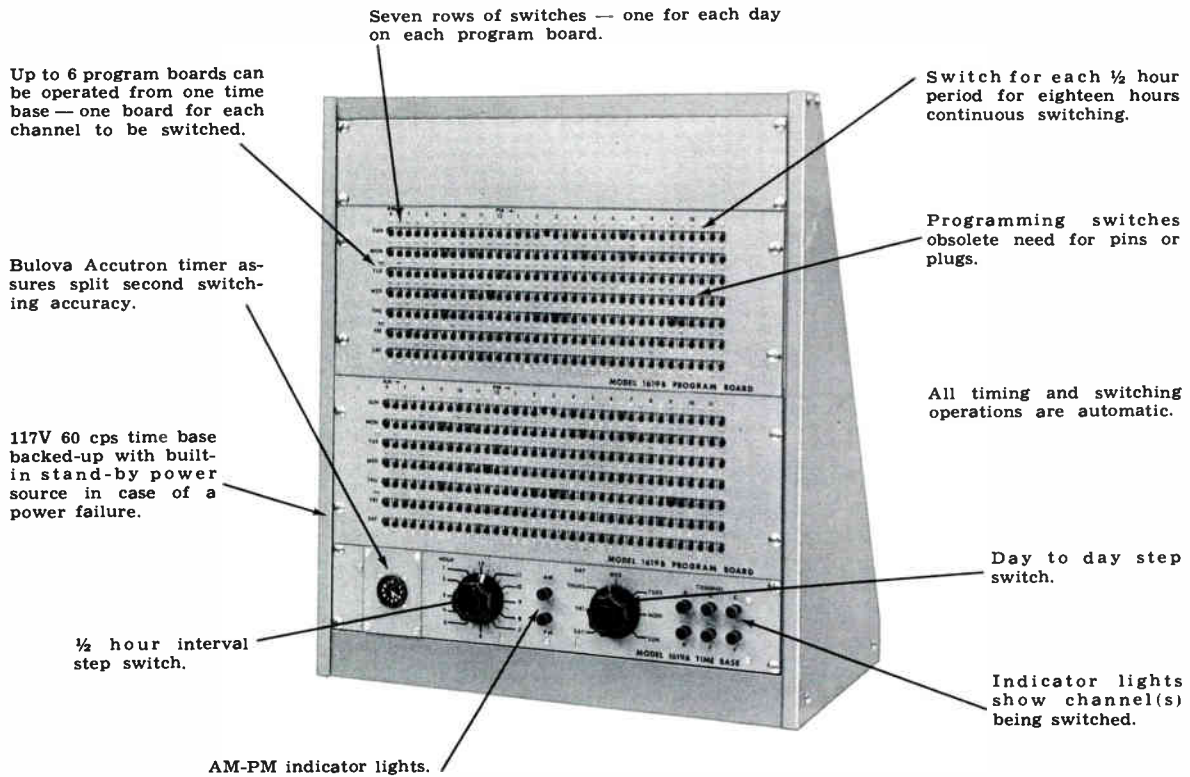
Of all of the reading available to him, one piece we would give highest priority rating is the latest filing by the Justice Department. Since the department has no self-serving ax to grind, there is no question about the objectivity of its comments. The Justice Department shares an attitude which CATV operators have always espoused: That the public deserves "a broad diversity of information, viewpoints and entertainment." The present FCC Commissioners would undoubtedly protest that they, too, share this view. But on the question of how this choice is made available to the public, there is significant divergence. The Justice Department and cable operators feel diversity can best be accomplished through competition, whereas competition from outside the present broadcast structure is just what the FCC seems committed to preventing.

In light of the Justice Department's stand, the latest proposals by NAB and copyright holders (see story, page 7) seem ludicrous . . . or, as Bruce Lovett very aptly termed them, "prehistoric." In this, the Information Age, one wonders about the "good faith of proposals" limiting carriage to five stations in some markets, with little cablecasting, no advertising, and (we can assume) no interconnection or leasing of channels. It is difficult to imagine proposals more at odds with what "outsiders" with no status quo to protect, see as being in the public interest.

The Justice Department may have made no friends outside the CATV industry with its filing . . . nevertheless we repeat, it ought to be required reading.

# ...the 1619

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# NAB And Programmers Submit "Hard-Line" Copyright Proposals

Joint offerings of "prehistoric" copyright proposals by NAB and representatives of TV producers and distributors thrown to Copyright Subcommittee.

Both the National Association of Broadcasters and representatives of "The Producers and Distributors of Copyrighted Television Programs" last week submitted proposals for CATV's inclusion in the proposed revised Copyright Law being considered by Sen. John L. McClellan (D-Ark.). The Senate Copyright Subcommittee has both proposals, and they outline what the cable industry has come to regard as hard-line anti-CATV legislation.

NCTA General Counsel Bruce Lovett was scornful of the "extreme" position taken by both groups, and he indicated that NCTA would not submit specific legislative proposals to the subcommittee, but will stand behind its over-all endorsement of the now-destroyed NAB-NCTA staff compromise.

## Nizer Stresses Fairness

Both the NAB and attorney Louis Nizer, representing the copyright holders, stressed their belief that they were presenting compromise proposals of ultimate fairness to everyone concerned. Each noted that discussions were close to settlement with each other—though not with NCTA, which broke off talks in disgust—and they may file joint amendments to their positions reflecting any new agreement.

An outline of their proposals follows so that CATV readers can independently judge what compromise they represent:

The copyright holders said that all CATV systems should be subject to a compulsory license fee on all signals. This would mean that each operator would pay a percentage of his gross into a copyright fund. Full copyright liability, however, would attach to any CATV system in the top 75 markets if it imported a distant signal. Not only would complete exclusivity and non-duplication protection be demanded, but all firms sold to local stations would

have a three-year protection period against importation, and all television series would have a four-year protection period—clauses that effectively strangle most importation even outside the top 75 markets.

Furthermore, copyrighted material taken off the network, such as series withdrawn for syndication, would have market protection from importation for a period of two years even if it hadn't been sold locally. This would be to protect the copyright holders in their efforts to sell it to a television station in the CATV system's market. Once it was sold, of course, the four year protection for TV series would take effect.

The copyright owners would also

limit importations in all markets to those signals necessary to bring subscribers a total of three networks and one independent television station—even harsher standards than the NAB would require. The proposal would also ban carriage of imported sports events with limited television distribution.

Furthermore, a highly complicated system of record-keeping would be imposed on cable systems. The compulsory license fee would be set by the U.S. Register of Copyrights after hearings.

Nizer told McClellan that NCTA was being informed of the proposals "in the hope that discussions with that association may possibly be renewed." Cable operators can understand the reaction of Lovett, who said: "We'll be happy to talk to them again, but not about this prehistoric proposal."

The NAB was also very tough in its proposals—certainly much tougher than any aspect of the NAB-NCTA staff proposal. NAB Board Chairman Willard

*(Continued on page 20)*

## Chairman Burch Lays Groundwork

FCC Chairman-to-be Dean Burch is making few public statements and busily doing his homework while waiting for Congressional confirmation of his appointment as head of the beleaguered communications agency.



*Mr. Cahill*

Although reluctant to talk about the FCC and its problems, Burch did reveal last week that he has asked

Robert Cahill, legislative counsel to present chairman Rosel H. Hyde, to stay on at the Commission.

Cahill has acted as spokesman for Hyde on occasion, as well as made speeches for him, acted as advisor to him, and served as liaison man. Indications are that Burch will rely at least as much as did Hyde on Cahill as his right-hand man, and some observers predict that the aide could become the key man on the Commission staff. When questioned, Burch characterized Cahill as "a very good man—and I need all the help I can get," he added.

Preparing himself for the gigantic task before him, Burch has been conferring with a number of people in Washington as well as familiarizing himself with FCC procedures and regulatory areas. Concerning cable television, Burch told *CATV* reporters last week, "I'm very well aware of the CATV issue," but that is as far as he is committing himself before confirmation.



## NAB's Anello Resigns; Pressure Rumored Cause

National Association of Broadcasters general counsel Douglas A. Anello wound up his tour of duty last week, resigning his job, apparently under pressure and causing considerable speculation in Washington.

It is known that Anello upset some powerful NAB members by his endorsement of the NAB-NCTA compromise agreement, which later was turned down by the NAB board, and his fiery temper has proved an occasional irritant.

Anello joined NAB as chief attorney in 1957 and was promoted to general counsel in 1961. Apparently as severance pay, he will stay on as a consultant. In a letter to NAB president Vincent Wasilewski, he said "I will do anything I can to be of further service to you and the industry on a consulting basis for as long as you deem it feasible."

Wasilewski, apparently setting the terms of the severance, replied that "we will have numerous occasions to call upon you and your vast knowledge and expertise in the many facets of the law applicable to broadcasting" during the next year.

No successor was immediately announced.

## New Nixon-Appointed Trade Commission Head

President Nixon, last week, nominated as Chairman of the Federal Trade Commission Casper W. Weinberger, the Republican now serving as director of finance in California.

Weinberger, 52, will take over the troubled federal agency January 1 if the Senate, as would be expected, confirms his nomination. He will replace James M. Nicholson on the FTC, and current Chairman Paul Rand Dixon will remain on the FTC simply as a member. Both Nicholson and Dixon are Democrats.

Director of finance in California is an appointive position, although Weinberger served in the California State Legislature from 1952-58. A graduate of Harvard College and Harvard Law School, he has been a practicing lawyer since 1947.

The FTC, and particularly Dixon, has

been under fire for not adequately protecting the public interest, and Weinberger's first priority is gearing up to do more for the consumer. The Federal Trade Commission has broad powers of forcing antitrust compliance and of regulating advertising.

## Fund Commission Issues Campaign Cost Cut Plan

Another plan for easing the cost of broadcast time to political candidates came to the surface last week with the issuance of the report of the Twentieth-Century Fund's Commission on Campaign Costs in the Electronic Era. The issue is a potentially potent one for the CATV industry, because it so often can offer political candidates television exposure without the worries of expense and scheduling that are naturally encountered by television stations.

The fund commission was headed by

Newton Minow, the Chicago lawyer who once was Chairman of the FCC, and included the man President Nixon has nominated to take Rosel Hyde's place as FCC Chairman, Dean Burch. They concluded that free half-hours ought to be made available to presidential and vice presidential candidates for simultaneous broadcast on all the country's radio-TV stations, which in turn would be reimbursed small fees by the government. They estimated the total cost of the time would run about four million dollars for a presidential campaign.

The proposals are sure to be considered by Congress along with proposed legislation to give time to House and Senate candidates.

Burch, by the way, continued his cautious approach to expressing ideas before his Senate confirmation hearing gets under way. He pointed out that the report dealt with recommended legislation and didn't even mention the FCC.

## MEETING CALENDAR

### OCTOBER

6-7—New York State Cable Television Association fall meeting. Hyatt House Thruway Motor Lodge, Albany, N.Y.

6-8—Michigan Community Antenna Television Association Annual Convention. Bayne Highlands, Mich.

13-15—"Seminar for Antenna Site Design and Maintenance." National Cable Television Center.

15-16—Louisiana Association of Cable TV Operators Convention. Alexandria, La.

15-17—Kentucky Cable Television Association fall meeting. Hospitality Motor Inn, Lexington, Ky.

20-21—North Central CATV Association fall meeting. Playboy Club, Lake Geneva, Wisc.

20-21—Mississippi CATV Association Annual Meeting. Broadwater Beach Hotel, Biloxi, Miss.

22—New England Cable Television Association fall meeting. Brown Derby Supper Club, Montpelier, Vt.

30-31—Mid-America CATV Association. Prom-Sheraton Motor Hotel, Kansas City, Mo.

### NOVEMBER

6-8—NCTA Cablecasting Seminar. National Cable TV Center, Pennsylvania State University, University Park, Pa.

9-12—"California Community Television Association Western Cable Television Show."—annual meeting. Hotel Del Coronado, Coronado, Calif.

### DECEMBER

3-5—Eighteenth International Wire and Cable Symposium—theme: "Wideband Cable Transmission Systems" Shelburne Hotel, Atlantic City, N.J.

### JANUARY

8-10—Rocky Mountain Cable Television Association Annual Meeting. Safari Motel, Phoenix, Ariz.



## Court Upholds STV: House Forum Is Next

The U.S. Court of Appeals for the District of Columbia last week upheld the FCC decision of last December to authorize a nationwide system of over-the-air subscription television stations in the major markets of the country.

The Commission decision has been appealed by the National Association of Theatre Owners and the Joint Committee Against Pay-TV. Both claimed the FCC lacked authority to set up subscription service and that the public would be injured resulting in the possibility of television being driven off the air.

"The likely result of the Commission's action," the three-man-court panel ruled, "is to provide the public with additional information and ideas rather than repressing existing sources." The court noted that the Commission has been weighing STV for some 17 years and stated: "We hold that the Commission acted reasonably and within the scope of its authority, both in making its initial decision to authorize permanent nationwide TV and in imposing specific regulations governing subscription television."

The anti-Pay-TV forces now will have as their next forum the coming hearings on subscription television that are planned by the House Commerce Committee, which is headed by Rep. Harley O. Staggers (D-W.Va.). Those hearings have been postponed several times, but Staggers is serious about getting to them next, and most observers expect the committee to take action against Pay-TV. No such committee bill is likely to get enacted into law, however, and the Washington betting is that the Commission eventually is going to have a chance to test out its STV theories in the major markets.

The Commission has tied its Pay-TV momentum to the court, promising not to authorize any TV station until 60 days after the court case was clearly settled. It is still far enough away, apparently, for issuing its first authorization that the House Committee probably will have a chance to get itself on record before any actual station authorizations are made.

In backing the Commission, the court

said: "We are not prepared to hold that the Commission was arbitrary and capricious in determining that a substantial amount of economic competition would exist between STV and the other forms of entertainment and enlightenment available in the community."

## California Cableman Leaves System For Leisure

Harry C. Butcher, founder of Cable TV of Santa Barbara, Inc., has announced his retirement after a long and distinguished career in local communications. Captain Butcher, personal aide to the late General Eisenhower during World War II, has been a best-selling author, founder of Radio KIST, developer of KEYT and other television properties, and is nationally known in the CATV industry.



*Cable great Harry C. Butcher retires.*

"Each of the three public service institutions I have been privileged to have had a part in bringing to the community has brought rewards for me and Mrs. Butcher in friendships, monetary returns and in establishment of durable facilities for public service," Butcher told his cable TV staff in a farewell assembly. "But without doubt in my mind the experience of struggling two years to get a license for cable TV from the city council, a franchise from the county board of supervisors and the subsequent success of the company has been the most rewarding in all particulars. People go out of their way to

express to me their gratitude for consistently clear pictures, with a wide choice of programs. This has, I am sure, enhanced the Santa Barbara way of life.

"We will continue to live here, where I will tend my orchard, seek to perfect my imperfect golf, and continue to cherish my friends, and be on the alert for some form of business activity befitting a sixty-eight year old who I must confess is of leisurely if not lazy disposition."

According to Butcher, connections for the local cable TV company have increased 50% since March 1967, making the facility one of the largest and most successful in the nation. The company was founded in 1962. The system employs microwave facilities to deliver the programs of 14 television stations to distribution centers in Summerland, Santa Barbara and Goleta. The company employs a full-time staff of more than fifty.

Butcher will be succeeded by Joseph W. Benes, former vice president and general manager. He joined Cable TV as general manager in March of 1967 and was named vice-president and general manager of the company in February of 1968.

## Task Force Gets OK For Routine ETV Applications

The FCC has finally gotten around to delegating authority to its CATV Task Force to grant routine CATV applications for permission to import distant educational television signals.

In delegating the authority, the Commission also dismissed as irrelevant its long-standing inquiry on whether it ought to amend its rules to allow fast okays of ETV importations. As the rules were, importations into the top-100 markets were automatically set for hearing—whether or not educational signals were involved.

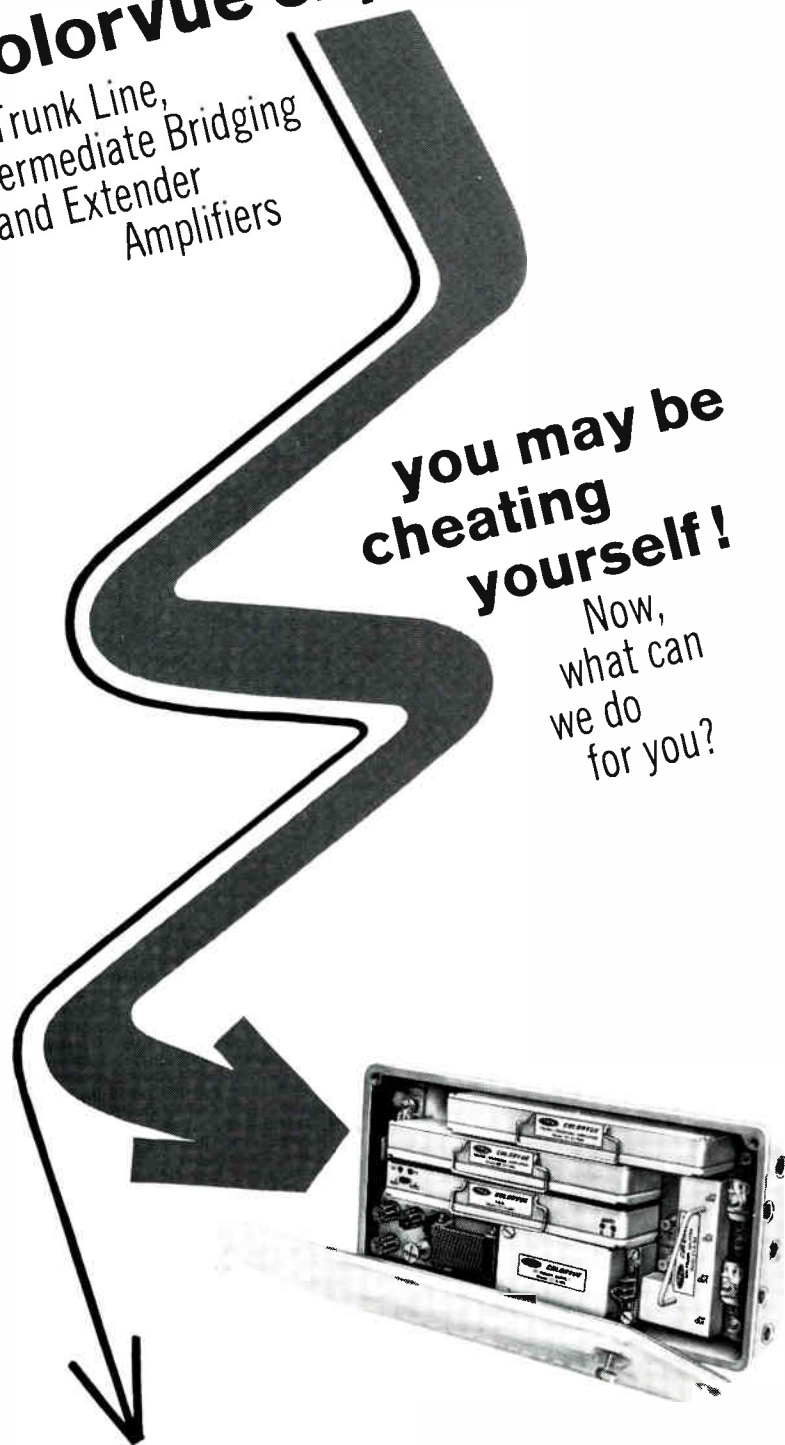
The Commission said that it "has recognized that the public interest is served by the widest dissemination of educational material, that there is a national policy of encouraging the full development and expansion of educational television, and that CATV's proper role is to *supplement*, rather than to *supplant*, local educational broadcast service."

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The FCC pointed out that its rules allow local ETV stations to challenge requests for importation, but that in the absence of such challenges, the Commission thinks "we must assume that the proposed importations will further rather than hinder our policies."

The Commission noted its earlier proposal to eliminate ETV signals from the hearing requirement. "The chief objections to that proposal," the Commission said, "were that if an objection to the proposed carriage were filed, the burden of proof on the question of adverse economic impact would be shifted by virtue of the amendment from the CATV system to the protesting local educational station, and that the public interest would not be adequately protected, since neither the Commission nor its staff would continue to scrutinize each proposal to import distant educational signals. The delegation of authority adopted today suffers from neither of these defects, and accomplishes the common purpose of simplifying and expediting consideration of unopposed petitions involving carriage of distant educational signals."

### **New Idaho Association Fights PUC, Translators**

The threat of public utility legislation led Idaho CATV operators to meet last week to form a state cable association. Boise was the site in which 15 cablemen representing seventy percent of the Idaho subscriber count banded together to elect acting president, Johnny Kline, Cableview of Burley serving also Rupert and Heyburn, and acting secretary treasurer, Ken Walker, Magic Valley Cable Vision, Inc. of Twin Falls.

Besides apprehensiveness regarding public utility regulation, the state cablemen, said Ken Walker, are keeping an eye on the legislature for another reason. Last year a translator bill was slipped through without anyone hearing of it. "If we had had a lobbyist last year, the bill would probably never have gone through."

As it was, the legislature made translator districts available subject to approval by a sixty percent popular vote. In response to the enactment,

*(Continued on page 18)*



## On Capitol Hill

### Despite Lack Of Copyright Accord McClellan Pushes Harder For Passage

*CATV Washington Bureau*—Don't bet on any copyright revision legislation being enacted into law this year, but reading the tea leaves seems to foretell a harder push for a bill by Senator John L. McClellan (D-Ark.) and his Senate Copyright Subcommittee than might seem likely under the circumstances. As detailed in the news pages of *CATV* this issue, both the National Association of Broadcasters and the representatives of the copyright owners have submitted unrealistic legislative proposals for how *CATV* should be treated under a new Copyright Law. Since the substance of cable-copyright issues is so tangled and confused, it would seem at first glance that McClellan might throw up his hands and wish a pox on all the houses involved. But McClellan made a promise—to report out a copyright revision bill—and when the wily old Arkansan makes a promise, he generally keeps it.

#### Glimpse Of Compromise

The fact is, McClellan does have a glimmer of a compromise at hand. The staff agreement worked out by NCTA and NAB—and subsequently torpedoed by the NAB board—provides a general outline of a law that all parties concerned could live with, though at times it would prove uncomfortable for all. But a reliance for guidance on this copyright compromise agreement might be adopted by McClellan and his colleagues out of sheer impatience with NAB and the copyright owners. NCTA, after all, has evidenced an interest in compromise. It endorsed the staff agreement. But NAB and the copyright owners promptly turn around and submit ludicrously hard-line proposals to the subcommittee, showing no traces of compromise whatever. Under these circumstances, McClellan might decide that it is the cable industry that is being ingenuous.

#### Given An Inch

The reason for the intransigence of NAB and copyright holder positions could be a desire to present their strongest and most extreme cases to the subcommittee, so that if and when it decides to draw a compromise line, that line will be drawn as far as possible on the broadcaster/copyright owner side of the ledger. But negotiations, after all, have been proceeding for years, and Senators—who win and hold office in part through a delicate understanding of compromise—may be impatient with negotiators who never seem to stray off dead center. By endorsing the NAB-NCTA staff agreement in principle, the NCTA has shown that at least it is willing to

negotiate. It might be stretching the imagination too far to say that NAB and the copyright holders have given an inch.

#### This Is A Compromise?

An example of the kind of iron control over *CATV* that the copyright holders insist on is the “sales territory” clause that was submitted to McClellan. This proposed rewriting of the law would state that no carriage of a program by a *CATV* system would be allowed at all if the program had come off a network and gone into syndication and not yet been sold in the *CATV* system's market, though it was carried on a distant signal that the cable operator imported. The protection this would afford for the stretch of two years would allow copyright holders, theoretically, greater promise of selling the program to a television station in the virgin market of the *CATV* operator's territory, since the program wouldn't have been exposed there. Once that sale was made, however, the program would then have exclusivity protection for more years under other protectionist clauses.

#### Press For Action

Despite the opposition to any possible copyright revision legislation that could be mounted, there are signs that McClellan—a Senator who can collect many debts and is experienced at raking them in, will press for congressional action anyway. A bill could be blocked, but a strong fight would highlight the issues—and might move the legislation closer to eventual enactment. If the Senate should actually have the ultimate McClellan bill before it, chances are that it will be rested there for a period so that the Senate Commerce Committee can weigh its *CATV* regulatory aspects, a matter of jurisdiction that is jealously guarded. And then it would be up to the House to act. Obviously, even with greater industry accord than has been reached, this session of Congress is evaporating too rapidly to allow passage this year.

#### Time vs. Legislation

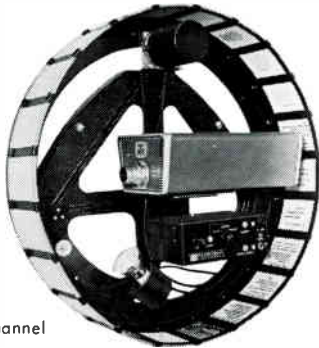
In fact, time is galloping by at such an accelerated clip on Capitol Hill that there's even some question of whether Rep. Torbert Macdonald (D-Mass.) and his House Communications Subcommittee will get around to resuming hearings on *CATV*, particularly on the FCC's proposed new cable rules. Macdonald now has to wait for Rep. Harley O. Staggers and his full House Commerce Committee to complete work on pay television legislation, and that work could be extensive, before resuming *CATV*. And by then this session of Congress may just about have concluded.



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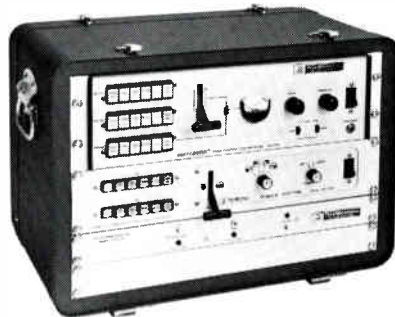
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## Franchise Activity

**CALIFORNIA: Woodlake:** The city council has granted a franchise to TelePrompTer Inc. Under terms of the agreement rates will be \$9.95 installation; \$5 monthly.

**FLORIDA: Chattahoochee:** The city council has tentatively granted a franchise to Triple-H Television of Huntsville, Ala. Rates have been set at \$25 installation and \$5 monthly. . . . **Jupiter and Tequesta:** Palm Beach Cable Co. and TelePrompTer Inc. have asked area officials for franchises.

**INDIANA: Elwood:** The city council has given first reading to an ordinance granting a franchise to Central All Channel Cablevision, Inc. . . . **Terre Haute:** Three franchise applications have been received by city officials. GenCoE, Inc., H&B Cablevision Co. and General Telephone Co. are negotiating with the city.

**IOWA: Creston:** City residents will decide whether J. Howard Brown will be awarded a 25-year franchise in a special election which is scheduled for October 7.

**MAINE: Orono:** Penobcab Co. and Shaw & Tenney Inc. of Orono have submitted franchise bids for non-exclusive franchises to the town selectmen. . . . **Sanford:** The town board has tentatively granted an exclusive franchise to Coastal Cable and Antenna, Inc. Franchise fee has been set at 10.3 percent of the gross income.

**MARYLAND: Melfa:** Bayshore TV has submitted a franchise bid to town officials.

**MASSACHUSETTS: Auburn:** Parker Cablevision has submitted its franchise bid to the town selectmen.

**MISSOURI: Bernie:** Mid-Continent Cable TV Service has submitted its franchise bid to the city council. The firm is proposing a 5-channel system with rates of \$10 installation; \$5 monthly.

**NEW JERSEY: Bernardville:** American Telecable Services, Inc. and Sterling Communications have submitted franchise bids to the town planning board. . . . **Netcong:** Sam Kravetz has asked the town board for a franchise. He is proposing a franchise fee of 5% of the revenue. . . . **Point Pleasant:** Second and final reading has been given to an ordinance granting a franchise to Crosswicks Industries.

**PENNSYLVANIA: Plainfield:** Blue Mt. Cablevision Co., Inc. has submitted its franchise bid for a non-exclusive franchise to the township supervisors.

**WASHINGTON: Pacific:** Cableview, Inc. has submitted its franchise bid to the city council.

**WISCONSIN: Lake Geneva:** View-Sonic Corp. has submitted its franchise bid to the city council. Proposed franchise fee is 5% of the revenue.

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## Moving Up

Dynair Electronics, Inc., has announced the appointment of *Max Ellison* as vice president of marketing. He will be responsible for developing and coordinating marketing programs to meet overall corporate objectives in the television and avionics equipment markets. Ellison joins the firm from RCA/commercial electronic systems division in Burbank, where he was manager of product management. He has more than twenty years of experience in the marketing and systems engineering facets of the television industry.

The appointment of *Wiley E. Steakley* to manager of CATV products sales has been announced by Blonder-Tongue Laboratories, Inc. In his new position, Steakley will be responsible for sales and market development of the company's line of BTV/CATV products. He

joined the firm in 1962 as regional sales manager for the midwest. In 1965 he was promoted to National CATV Sales Engineer and in 1967 he was appointed to the position of Midwest Field Sales Engineer. He is a graduate of Maryville College, Maryville, Tennessee.



*Mr. Steakley*

*Mr. Ellison*

*Frank A. Nault* has been named regional sales manager of the south central region for the Ampex Corporation video products division. In his new position, Nault will be responsible for sales of the firm's video tape recorders,

disc recorders, cameras and RF systems. He will be located at the Ampex sales office in Dallas, Texas. Nault formerly was a senior sales engineer.

Vikoa Inc. has announced that *Myles F. Dolan* has joined the firm as corporate vice president of financial and administrative services. He was formerly with Amerace-Esna Corp. where he served as assistant general manager of the chemical specialties division and as controller. He was previously assistant controller with National Sugar Refining Co.

*Col. George R. Doerr* has been appointed to manager of the Clovis, N.M. CATV system, Midwest Video. The firm is a division of Home Theaters, Inc. Doerr, who recently retired from the U.S. Air Force, was base commander at Cannon AFB.

*Jess C. Rodriguez* has been appointed to vice president and director of marketing and sales for the tower division of Stainless, Inc., North Wales, Pa. Rodriguez was formerly head of TV tower sales for the firm and has been with the company since 1962. Prior to joining Stainless, he was associated with Dresser Industries. He attended Capitol University, Franklin University and Ohio State University.

Times Wire & Cable CATV Products, subsidiary of Insilco, announced today the appointment of *Frank D. Silverman* as regional manager of the company's western area sales. In his new post, Silverman will have full responsibility for sales in the states of Wyoming, Montana, Idaho, Washington, Oregon, California and Nevada. He will operate out of the Times' Regional office in Redwood City, California. Prior to his coming to the Times, he was with the Jerrold Corporation.

The Colorado Electronic Training Center has announced the graduation as CATV technicians of nine men from Ft. Carson U.S. Army Base. Of the nine graduates six are purple heart veterans of Viet Nam. The graduates were: *Theodore H. Biggin, Harold H. Hopkins, Jr., Michael G. LaRock, Gary W. Overton, Michael E. Squire, Frank D. Galloway, William J. Hughes, Jr., Thomas E. Lynden, Charles J. Reilly.*

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## System Construction

**ARKANSAS:** Continental Transmission Corp. through its Russellville system has installed a cable hook-up to Sequoyah Elementary School.

**CALIFORNIA:** Vista Grande Cablevision has announced that construction of its 20-channel system to serve Daly City is now under way. The entire system is expected to be completed within 17 months.

**COLORADO:** Summit Television Transmission and Service, Inc. has announced that construction is now under way in Breckenridge and the surrounding area. The firm is installing a five-video channel system.

**FLORIDA:** TelePrompTer Corp. has announced that equipment is on order for its system to serve Boynton Beach. The firm expects to begin service sometime in the fall.

North Brevard Cable Television has announced the addition of a local news channel to its system which serves Titusville. The channel will also carry movies.

**GEORGIA:** GT&E Communications, Inc. has asked the Athens city council for permission to raise its monthly commercial rates for apartments from \$1 to \$2.50 per unit. The firm, which offers 10 video channels plus FM, is also asking for the initiation of a \$1 monthly charge for the FM service.

Fuqua National, Inc. has announced that strand maps for Augusta have been prepared and construction is scheduled to begin in the near future.

Jekyll TV Cable Co. has announced that construction of its system to serve Jekyll Island will begin soon. Equipment has been ordered and strand maps are being prepared.

**ILLINOIS:** Northwest TV Cable Co. has received permission from the Knox County zoning board to erect a 400-foot tower to serve its proposed system in the Galesburg area.

**IOWA:** Dubuque TV-FM Cable Co. has

announced plans to add a new educational station from the University of Iowa to its system which serves Dubuque. The firm is presently offering subscribers 12 video channels.

**MICHIGAN:** American Cablevision has announced the rebuild of its system which serves Sault Ste. Marie. When completed, the new system will offer subscribers 9 video channels, including a 24-hour time/weather service.

**MISSISSIPPI:** Southern CATV Cable, Inc. has announced that construction of its tower to serve Rankin County is now under way. The firm is planning a 12-channel system.

**PENNSYLVANIA:** D. J. Cable Co. has announced that construction is under way in Nazareth. According to Frank Shuman, acting general manager of the firm, over 10 miles of strand has already been installed.

**SOUTH DAKOTA:** The communities of Lead, Deadwood, Central City, Spearfish and Bell Fourche, which have cable service from South Dakota Cable TV, will have two additional channels, both from Denver. The channels will be added this month.

**TEXAS:** Continental Transmission Corp. has announced that the rebuild of its system which serves Crockett is nearing completion. The firm is adding a 24-hour time/weather service and improving reception on the remaining five video channels offered.

**BRITISH COLUMBIA:** The community-owned CATV system has begun making hook-ups to homes in the Maple School extension of the Campbell River area.

**214 APPLICATIONS:** Hawaii: Island of Maui; Hawaiian Telephone Co. for Hawaiian Cablevision Corp.; Cost, \$155,900; File No. P-C-7474.

Illinois: Mattoon; Illinois Consolidated Telephone Co. for Central Communications Co.; Cost, \$338,551; File No. P-C-7539.

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# Product Progress

## CABLE BURYING TOOL

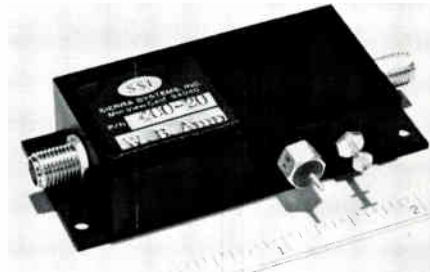
Ward Equipment, 4589 Genesee St., Cheektowaga, N. Y. has introduced a new tool designed for maneuverability. It is engineered to lay cable at up to 40 feet per minute at a depth of up to 10 inches. The wire burying tool is intended to eliminate trenching and back-filling costs while minimizing landscaping repairs. It will handle cable up to .5" diameter.

## COMMUNICATIONS TUBING

Zippertubing Co., 13000 S. Broadway, Los Angeles, Calif. 90061, has a new catalog featuring the firm's jacketing for the communications industry. Items included are cord covers, connector covers to reduce connector maintenance; splice covers for butt, branch, loop or straight splices; foam closures for strip or butt splices and buried cable encapsulation, and tempo-

rary closure tubing—a splice covering for temporary wrap-up.

## MICROMINIATURE AMPLIFIER



Sierra Systems, Inc., 2255 Old Middlefield Way, Mountain View, Calif. 94040, has announced a new product line of wide-band R. F. Amplifiers. These amplifiers are constructed using proprietary hybrid thick film techniques. Called Model 400-20 it is said to have a 1 dB bandwidth from 500 kcs. to 400 MHz with gain at 20 dB, plus or

minus 1 dB. The amplifier noise figure is designed for a maximum of 4 dB and V.S.W.R., both input and output, is 2:1 maximum. The unit is said to use less than 45 m.a. Overall size is 1.5" D x 2.95" W x .55" H.

## NEW BERKEY LIGHT

Berkey-ColorTran, Inc., 1615 Chestnut St., Burbank, Calif. 91502, has introduced a new battery operated or 110-volt portable quartz light. The Mini-Pro (code number 100-091) incorporates a utility yoke containing an on/off switch and recessed power receptacle for the 110-volt detachable 9-ft. cord.

## NEW BROADBAND AMPLIFIER

TRW Semiconductors Inc., 14520 Aviation Blvd., Lawndale, Calif. 90260, has introduced a new series of broadband microwave power amplifiers. Rated at 10 watts minimum output across each band, the three units have the following characteristics: Type PA-3940 covers the band 1.0 GHz to 1.5 GHz with 6 dB gain; Type PA-3941, 1.5 GHz to 2.0 GHz with 5 dB gain.

## Digest of Earnings

### AMECO INC.

Year June 30:	1969	1968
Share earns	\$.86	\$.76
Sales	6,006,375	5,916,816
Net income	1,031,357	907,001

### PACIFIC TEL. & TEL. CO.

3 month Aug. 31: 1969	1968
Share earns	\$.38 \$ .33
Oper revenues	489,945,000 428,567,000
Net income	52,700,000 42,970,000
Average shares	133,904,400 125,715,921
12 month share	1.48 1.30
Oper revenues	1,868,800,000 1,643,033,000
Net income	196,095,000 168,657,000
Average shares	129,127,787 125,715,921

### RUST CRAFT GREETING CARDS

6 month Aug. 31: 1969	1968
Share earns	\$.28 \$ .21
Sales	21,738,000 19,991,000
Net income	320,000 238,000

### VIKOA INC.

6 month June: 1969	1968
Share earns	\$ .40 \$ .44
Revenues	12,331,000 10,560,000
Net income	692,000 662,000
Shares out	1,749,800 1,500,475

## Industry Stocks

Stock	Stock Exchange	This Week	Last Week	Year High	Year Low	Shares Outstanding
Amer. TV & Comm.		13 5/8	13 7/8	14 3/8	7 1/2	1,775,101
Ameco	AM	8 3/4	8 3/8	19 1/2	7 1/2	1,200,000
AM Elec. Labs	OTC	6 1/4	6 7/8	24 1/2	7	1,516,432
Avnet		12	12 3/4	36 1/2	12	9,909,054
Cable Info Systems	OTC	2 5/8	3	5 3/4	2 1/2	955,000
Cablecom General	AM	9 7/8	9 7/8	15	8 5/8	1,605,000
Citizens Fin. Corp.	AM	16	16	28 3/4	16	994,689
Columbia Cable	OTC	10 1/2	10 3/8	14 1/2	9	876,000
Cornelia Corp.	OTC	1 1/8	1 1/8	8 3/8	7/8	—
Cox Cable Comm.	OTC	14	13	44 3/8	13 1/4	2,550,000
Cypress Comm.	OTC	10 3/4	10 1/2	20 1/2	10	839,000
Entron	OTC	3 1/4	3 1/8	11 1/4	3 5/8	600,900
Famous Players Ltd.	C	13 1/8	13 7/8	19 1/4	13	6,948,000
General Inst.	NY	33 5/8	36 3/4	57	27 5/8	6,026,000
Gulf & Western	NY	20	21 3/4	60	20	15,120,880
H&B Am	AM	15	14 7/8	27 3/8	13 5/8	4,972,589
Kaufman & Broad Inc.		41 1/2	42 3/8	42 3/4	29 1/2	3,900,909
Lamb Comm., Inc.	OTC	4 1/4	4 1/4	10 1/4	4	2,468,284
Livingston Oil	NY	8	8	15	8	5,692,078
Maclean-Hunter	C	18 1/4	17 1/2	18 1/4	12 1/4	2,000,000
Reeves	AM	14 1/8	13 3/8	41 7/8	12 7/8	2,163,000
Scientific-Atlanta		6 1/2	7 5/8	19	6 1/2	903,442
SKL	OTC	4 3/8	3 3/4	8 1/2	3 1/2	550,000
Sterling Comm.	OTC	5 1/2	6	13 5/8	5 1/2	—
TeleMation Inc.	OTC	24	25	25 1/4	14 1/2	1,086,735
TelePrompTer	AM	59 1/4	60	78 1/2	42 1/2	1,006,000
TeleVision Comm.	OTC	11	11 5/8	21	10 3/4	2,645,046
Vikoa	AM	24 3/4	25	39 1/4	12 5/8	1,719,345

These are Wednesday closing prices supplied by Dempsey-Tegeler. AM = American Exchange; NY = New York Exchange; OTC = Over the Counter; C = Canadian Exchange.



(Continued from page 10)

Walker said, "We plan to introduce an amendment to the translator bill which will prevent translator districts being formed in areas which are supplied with CATV—in order to protect existing cable systems."

Plans for the state association's by-laws are in the mill and will be reviewed October 10. The by-laws are subject to approval by a four-man steering committee comprised of Kline, Walker, Tom Worster, of the GenCoE system franchised for Boise, and Mel Preckel of Jerome and Gooding CATV. The steering committee will present the by-laws for amendment and approval at the next meeting of the state CATVers in late October.

The proposed Idaho by-laws are being modeled after those of Colorado, Montana and Pacific Northwest Cable Television Associations. Ian Elliot, president of the Pacific Northwest Association, and Doug Woirhaye, Montana association president, were at the meeting to lend a hand to the founding of the new cable association.

## **Broadcast Ad Ban Cinch In Congress, Predicts Moss**

Broadcasters are going to lose their cigarette advertising revenues for sure, Senate Consumer Subcommittee Chairman Frank E. Moss (D-Utah) said gleefully last week.

He predicted that legislation would "sail through" Congress giving an anti-trust exemption to cigarette manufacturers to agree in unison to end their radio-TV campaigns in September of next year. He also chastised the National Association of Broadcasters for insisting that the decision can be applied to other media as well.

The NAB was extremely upset when after agreeing to a four-year phase out plan for the ads, it was cut off by tobacco makers, who proposed the date of next September. Furthermore, the cigarette people said they would make the ban effective at the end of this year if the broadcasters would cancel their existing contracts. The broadcasters didn't like that idea at all, and NAB president Vincent T. Wasilewski wrote to Moss suggesting the ad ban in all media.

"I do not intend to let Congress sacrifice the hard-won victory over cigarette advertising on television and radio on the phony altar of equality," Moss said, speaking of "the principle of equality between competing advertising media" that had been enunciated by Wasilewski.

## **NCTA-Approved Insurance Plan On Market This Week**

An insurance package specifically designed for cablemen—"the first of its kind to be formally recommended by NCTA," according to NCTA Managing Director Wally Briscoe—will be on the market within the next week.

American Insurance Marketing Corporation, headquartered in St. Louis, Missouri, has designed the program especially for NCTA members and has tested the package in 28 CATV systems. The policies, which will reach system operators through the firm's 47 representatives across the country, provide full casualty and property coverage, including Workmen's Compensation and automobile claims. According to L. E. Sprague, executive secretary of American Insurance, the tests were "most successful" and the marketing program has been scheduled for the first week in October. Firemen's Fund is the carrier.

Complete details on the insurance plan, together with a covering letter from NCTA, will go to the firm's field representatives who will then contact NCTA members in their areas. Interested operators have been invited to ask for further information either from NCTA or American Insurance Marketing Corp. at 132 E. Monroe St., St. Louis.

## **Colormedia SEC Filing For Stock Offering**

A closed-circuit television firm last week filed at the Securities & Exchange Commission seeking registration of 250,000 shares of common stock to be offered for public sale at \$6 per share.

Colormedia Communication Corp. is a New York firm which was organized in March 1968. The SEC said, "The company intends to provide and establish a nationwide network of closed-

circuit television outlets for the viewing of live telecasts of dramatic and music productions, athletic events and other programs through the use of full color large screen television projectors in theaters, auditoriums or arenas.

"Of the net proceeds of its stock sale \$900,000 will be used to obtain and program six live telecasts, for overhead and administrative expenses, to purchase 20 projectors and the balance will be added to the company's general funds as additional working capital."

Currently, the SEC said, firm President Rodney Erickson and Vice President Joseph L. Robers each own just under 30 percent each of the firm, and management officials as a group have almost 90 percent of the company. Buyers of the shares being offered will get just over 32 percent of the company for an investment of \$1,500,000, while the current owners will retain the rest of the stock for an investment of \$323,700.

## **G'Tec Gets New Delay: Tries To Regain System**

The FCC has continued its suspension of a Cease and Desist Order it issued against GT&E Communications Inc., General Telephone Co. of Illinois, and General Telephone and Electronics Corp. in Normal and Bloomington, Illinois.

The Commission first ordered G'Tec to show cause why a Cease and Desist Order shouldn't be issued against its construction of CATV channel facilities in the two towns, and the issuance of the order was pegged to the fact that G'Tec hadn't gotten a Section 214 authorization from the FCC. The Commission stayed the effect of that Cease and Desist Order, however, when G'Tec finally agreed to sell the already constructed facilities, at cost, to independent cable firm, Telecable Corp. The FCC's decision was allowed to stand if the two communities approved the franchise switch.

Since the sale seemingly would resolve the conflict and provide Bloomington and Normal citizens with CATV service, the Commission agreed to suspend the Cease and Desist Order. But a further delay was necessary, as G'Tec

wants a running start for its opposition to the initial FCC ruling in court before selling to Telecable.

In granting the new delay, the Commission said: "In view of the unusual circumstances here present, the Commission believes that continuance of the stay is appropriate, upon the express condition that if the Commission's order is sustained upon appeal, G'Tec will divest itself of all ownership and control of the CATV system, in accordance with its representations, and that such divestiture will be accomplished within fourteen days after the issuance of such court determination."

### CATV Association Meet Features NCTA's Adler

The West Virginia CATV Association has set Oct. 12-14 for a meeting at the Greenbrier, and NCTA national chairman M. William Adler will be the guest of honor at an Oct. 13 dinner.

The evening of Oct. 12, there will be a reception honoring West Virginia Governor and Mrs. Arch M. Moore Jr. Association president and Mrs. Sandford E. Randolph will be hosts.

### CATV Service School To Be Held By Vikoa

A three-day CATV service school will be conducted for all industry members and companies by Vikoa of Canada. The school will take place at the Holiday Inn, at 6110 Cote de Liesse, Montreal, on October 28-30.

The subjects that will be covered are Basic TV and CATV Systems Terms and Standards, Solid State Electronics, Basics of System Planning and Design Criteria, Coaxial Cable Applications and Installation, Main Trunkline and Bridging Amplifier Theory of Operation, Distribution Systems: Subscriber Equipment, Taps and Distribution Hardware Applications, Head-End Systems, Local Program Origination, CATV System Alignment and Trouble Shooting, Equipment Testing, Measurements and Trouble Shooting, General Review and Discussions, Qualification Examination, Presentation of Vikoa Service School "Certificate of Achievement."

### Cable Firms Negative On Tyler Bid Invitation

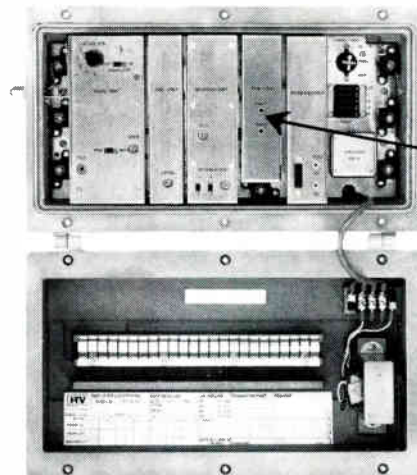
At least two of the cable MSOs invited to submit franchise bids to the city of Tyler, Texas have politely but firmly turned down the opportunity. Cox Cable Communications and National Trans-Video have both written the Tyler city officials declining to submit a bid for a franchise which would be in competition with the GenCoE system which has been in operation there for some time.

Although GenCoE management has proposed modernizing the system and has offered a higher franchise fee to Tyler, negotiations apparently did not proceed as the city had hoped and the city manager then formally invited bids.

Cox Cable and National Trans-Video replied by letter to city manager Bob Hayes, declining to bid. Tom Dowden, writing for Cox, said "We feel it would be improper for our company—or any other responsible cable firm—to seek to wrest the franchise from the present holder."

## LOCAL ORIGINATION?

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## Hardline Proposals

*(Continued from page 7)*

E. Walbridge told McClellan that "this proposal represents a compromise by NAB in an effort to accommodate the interest of not only broadcasters, but of CATV operators and the copyright owners. Thus, our proposal represents a compromise package, and we trust that this will be treated as such."

He also strongly called for both copyright and regulatory legislation, as he thinks "the two are inexorably intertwined." These are some of the NAB "highlights":

CATV systems that wish to originate programming would have to be licensed by the FCC. Without this licensing, NAB said, "No data is available as to the character and other qualifications of the persons who are operating the CATV systems, and neither the FCC nor any other person has any knowledge as to the kind of programming being transmitted." Furthermore, CATV systems would be absolutely forbidden from doing what comes naturally for broadcasters—selling commercial time. The NAB wants CATV systems "to continue to look only to its subscribers for income."

The NAB would require local carriage and non-duplication protection, of course. The compulsory license aspect of allowing the importation of distant signals would work in this way: In the top 25 markets, CATV systems would be allowed to carry enough signals to provide subscribers with three network affiliates, three independents, and one non-commercial educational station. The next 25 largest markets would allow three networks, two independents and one educational outlet. The rest of the country would have to content itself with the three networks, plus one independent, plus one ETV.

Those would be the limits for filling by distant signals. In most markets, carriage of the local signals would more than meet the quota, which would rule out distant signals.

In addition CATV systems would be forbidden to charge subscribers on a per-program or per-channel basis rather than the traditional monthly rate basis.

The FCC's authority, the NAB said, should be reaffirmed in the area of

setting technical standards, with the emphasis on preventing the degradation of TV signals that cable systems carry.

Obviously, it would be hard for cable operators to choose between the proposals.

## FCC Orders Compliance For Pennsylvania System

Southwest Pennsylvania Cable TV Inc. of California, Pa., has been ordered by the FCC to comply with its exclusivity protection requirements.

Southwest wanted a waiver so it wouldn't have to protect the signals of WIIC-TV in Pittsburgh from the distant signals of WTRF-TV in Wheeling, W. Va., but the FCC turned the cable system down, noting that the Pittsburgh signal places a principal community contour over the CATV system and therefore has a higher carriage priority than WTRF-TV.

Southwest's CATV system has 1,300 subscribers. The cable firm said that WIIC-TV's signal is not of consistently good quality to take off the air in the California area and that exclusivity protection would place a heavy economic burden on the cable operator.

## Testimonial Dinner Honors FCC's Hyde

A testimonial dinner honoring Rosel H. Hyde, retiring chairman of the FCC, will be held by the Federal Communications Bar Association on Friday Nov. 7 at the Shoreham Hotel, Washington D.C.

The occasion will begin with a cocktail hour and then the testimonial dinner will commence at the black tie affair.

The association consists of attorneys who appear in practice before the Federal Communications Commission.

## "Prime-Time" Conference Sponsored By NCTA

NCTA on Thursday afternoon October 16, will hold a "public service on prime-time CATV conference" in the Mayflower Hotel in Washington.

"Our purpose in sponsoring this event," NCTA president Frederick W. Ford said in a brochure sent out under his name last week, "is to acquaint private groups and governmental departments and agencies, who depend on public service television time to tell their story, with the medium of cable television. We think CATV holds interesting possibilities for each of you."

"Our conference will include brief talks on the fundamentals of CATV, how to prepare material for CATV use, and availability of CATV outlets."

The invitations to the free-of-charge conference went to all interested Washington groups.

## Exclusivity Waiver Gets FCC Turn-Down

The FCC last week turned down a CATV operator with a pair of systems in Pennsylvania and New York who wanted a waiver of the exclusivity section of the Commission's rules.

Valley TV Cable Co. owns systems in Sayre, Athens and South Waverly, Pa., plus Barton and Waverly, N.Y. The systems are run together in the adjoining communities. The FCC gave the systems 30 days to comply with the exclusivity requirements.

Newhouse Broadcasting Corp., WSYE-TV in Elmira, N.Y., opposed the Valley TV Cable request.

Valley brings in a pair of NBC affiliates in addition to WSYE-TV, but protested to the Commission that an application of the exclusivity rules would disrupt the long-term viewing habits of its CATV subscribers, but the Commission dismissed that argument.

## Station Petitions FCC For Halt Of System

Television station KZTV in Corpus Christi last week asked the FCC to block the operation of a newly franchised CATV firm in that Texas city.

The franchise was awarded to Cablecom General, a subsidiary of RKO General Inc., and the television station, which also owns KSIX-AM-FM in Corpus Christi, claims that the system is an industrial giant—it is a subsidiary of General Tire & Rubber Corp. and has



extensive broadcasting holdings—should not be allowed to expand its media influence.

KZTV also raises antitrust questions about RKO General, which has long been involved in suits questioning its relationships with its parent and subsidiaries.

RKO is the licensee of KHJ-TV in Los Angeles, which a hearing examiner has recommended be forced to yield the channel to a rival group. RKO's media concentration of control is one of the reasons cited.

## FCC Turn-Down For Hannibal Waiver Request

The FCC has turned down a request by Hannibal Cable TV Inc. of Hannibal, Mo., asking for a waiver of the commission's rule requiring non-duplication program protection for local stations.

The waiver was opposed by Hannibal's two television outlets, NBC-ABC affiliate WGEM-TV and CBS-ABC affiliate KHQA-TV. Besides those two stations, the cable system carries signals

from KSD-TV, KMOX-TV, KTVI and KPLR in St. Louis, KOMU-TV in Columbia, KRGG-TV in Jefferson City, KTVO in Kirksville, all in Missouri.

The station said that non-duplication would involve switching equipment it can't afford and that the local stations don't provide full community service and are instead a local media news monopoly.

The Commission, however, ruled that the CATV system's allegations were "self serving" and unsupported, and it ordered the cable operator to comply with the rules within 30 days.

## FCC Tightens Noose On Wyoming Broadcaster

The FCC keeps nudging Frontier Broadcasting Company in Cheyenne, Wyo., and the implication is that the Commission certainly would like to see the firm sell its CATV system there.

The Commission would be just as happy, probably, if it sold any of its holdings—KFBC-TV, KFBC radio, KFBC-FM or the local newspapers it

controls or maybe some of its other area interests.

The Commission has held up license renewal on KFBC-TV, partly because the Justice Department is against the renewal. Justice is concerned about concentration of area media control. Some sort of divestiture is called for, Justice said. The FCC hasn't told Frontier that it is absolutely necessary, but it has asked Frontier what it plans to do about the situation. The firm now has been given until the middle of this month to provide further information or to make a counter-proposal "to determine whether an evidentiary hearing is required."

The pressure to get rid of some media holdings is obviously intense. Frontier asked for a delay on a Commission decision until the FCC resolves its rule-making proposal with respect to forbidding the purchase of a fulltime station in the same market as where the buyer already has a station. Also being considered is the issue of CATV-broadcast cross-ownership. The FCC said it would be "inappropriate" to delay the case until then.

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## profile of a leader

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JOSEPH S. GANS

*Born in Hazleton, Pennsylvania, August 13, 1926. He served for two years with the U.S. Army Signal Corps in 1944-46. Attended the Hazelton Technical School, graduating in 1950; studied electronics further at the University of Pennsylvania and the University of Scranton. He went into cable television immediately upon graduation. Served as Chief Engineer of Mountain City Cable TV in his hometown. He went on to build and operate his own systems in Pennsylvania, Delaware, and New Jersey. At present owns and operates four systems in Pennsylvania. He is also immediate past president of the Pennsylvania CATV Association. He is married and the father of a son and a daughter.*

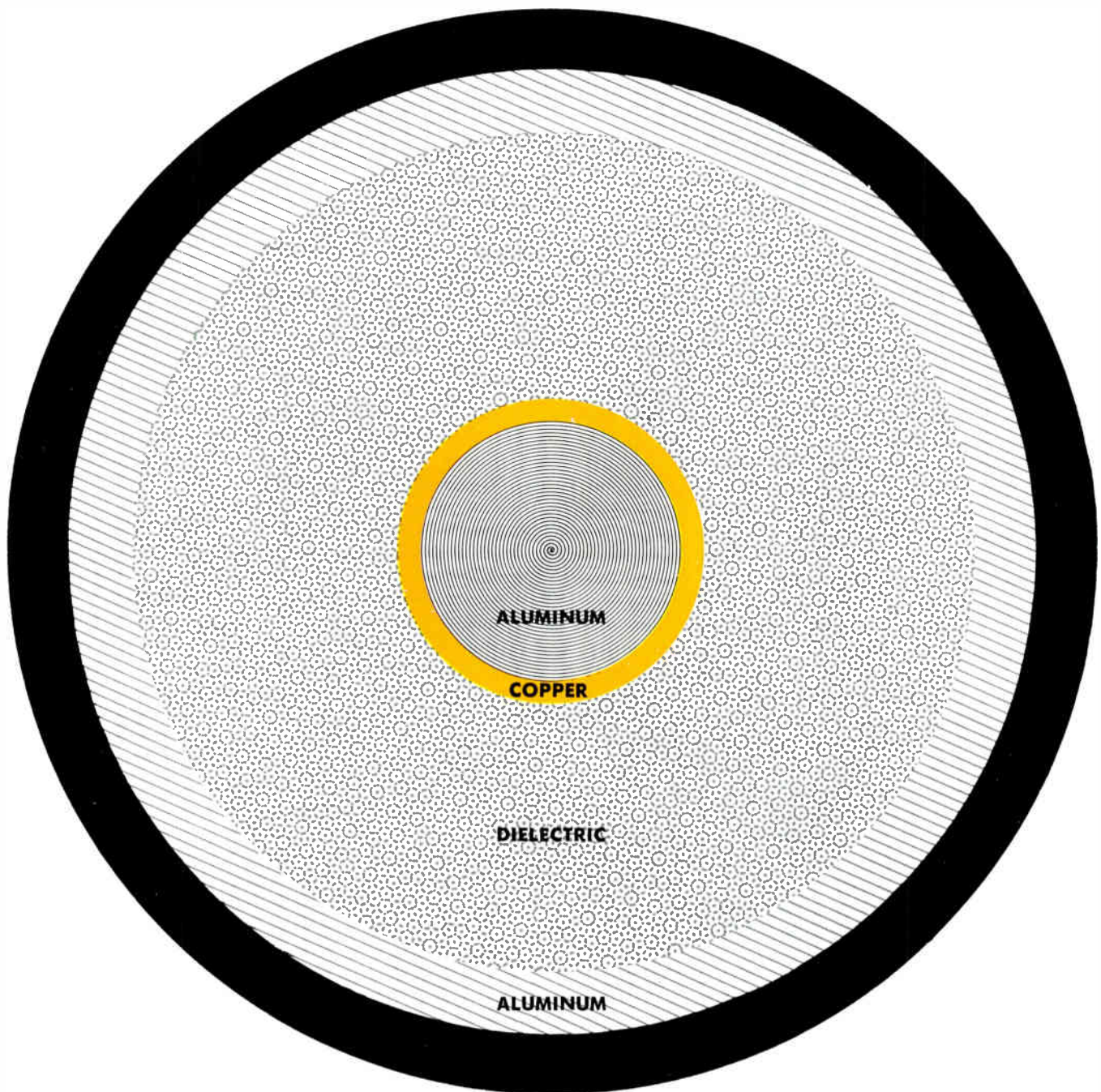
Two weeks ago, Joseph S. Gans stepped down from his second year-long term as President of the Pennsylvania CATV Association. Few of his colleagues in the cable television industry can match the record of association service this fellow has built. Joining the state trade group shortly after it was formed, Joe has put in four years as a Director, two years as Treasurer, and one year as Vice President besides his double term at the head of the organization . . . and of course this year, as immediate past President, he is once again a Director.

Joe's enthusiastic support of the job which state and regional associations do is obvious. Far from begrudging the hours of his time devoted to the group over the past years, he's anxious to take on new tasks . . . such as heading up the brand new Public Information program scheduled to get under way in the next couple of weeks. Under Joe's guidance, Pennsylvania cable operators plan to put together a complete informational program for the public on CATV and its regulatory problems, including a video-taped presentation explaining the FCC rules on nonduplication and program carriage. Operators in other parts of the country, says Joe, don't have—and sometimes don't understand—the problems Pennsylvania cablemen have with carriage and non-duplication. "When you realize," he says, "that many of our systems are 18 and 19 years old, and that people have been watching certain TV stations for years, you can see what a public relations problem we have when we have to give nonduplication protection to a station which wasn't even built when some of our subscribers started forming their viewing patterns." He quotes one state operator as saying he's lost "as many as 300 subscribers" over non-duplication.

Pennsylvania, of course, is one of the pioneering CATV states; and Mountain City Cable TV in Hazleton, where Joe first worked, was one of the earliest systems, built just a short time after the Lansford and Mahanoy City systems. Starting with a three-channel operation at Mountain City Cable, Joe saw the business steadily expand. In 1961, he put together Diamond State CATV, a Delaware firm with systems in half a dozen communities including Lewes, Laurel, Georgetown and Seaford—a group he later sold to General Television, Inc. In 1962, he formed Garden State CATV with several systems in New Jersey, and later sold these operations to fellow Pennsylvanian, John Walson.

At present, Joe owns and operates four systems in Pennsylvania—at Berwick, Weatherly, Nuremberg and Benton—all 12-channel systems serving a total of approximately 400,000 subscribers. With four separate operations to oversee, including local origination on the larger systems, one of his most useful "management tools" has become the airplane which he flies himself between his home in Hazleton and his various offices. There is simply no room in either the schedule or the personality make-up of Joseph Gans for inefficiency.





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(Top, left to right) Mr. Lee Wallenhaupt, Vice President of Engineering, Triangle Broadcasting Corporation; Mr. F. O. Carver, Manager of the Vikoa built Triangle Broadcasting Corporation's CATV System. (Bottom, left to right) Robert Tooley, Contract Manager, Vikoa Construction Corporation (subsidiary of Vikoa, Inc.) and Harold Essex, President, Triangle Broadcasting Corporation.

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