

CABLE TELEVISION--TENTATIVE SELECTION OF FRANCHISEE
JOINT HEARINGS OF BOARD OF SUPERVISORS AND SACRAMENTO CITY COUNCIL

AGENDA: MEETING OF SEPTEMBER 23, 1982 (THURSDAY)
7:00 p.m.
BOARD OF SUPERVISORS CHAMBERS

1. APPLICANTS FINAL SUMMARY STATEMENTS. Each applicant will be allowed fifteen minutes to present a final summary statement--the sequence to be determined by lot. Members of the Board and Council will be allowed to ask questions of the applicants.

2. FINAL COMMENTS BY ELECTED OFFICIALS AND STAFF. After the applicant-presentations, members of the Board of Supervisors, and the City Council, and City and County staff will have a final opportunity for comments.

THE PUBLIC HEARINGS WERE CLOSED ON WEDNESDAY, SEPTEMBER 22, 1982, CONSEQUENTLY, NO PUBLIC TESTIMONY WILL BE ALLOWED AT THIS MEETING.

LETTERS OF
SUPPORT FOR

G.S.C.

DISTRIBUTED

9/23/82

I am writing to you as one of many concerned Sacramento residents to provide you with my views on the Cable TV Franchise you will be voting on in September.

The principals of Greater Sacramento Cable Co., as local residents have the interests of the Sacramento Area at heart. They have devoted over 2 years of unified effort and a large amount of capital to enable them to produce the best proposal to meet the continuing needs of the Community.

By comparison, the Greater Sacramento Cable Company has far more to offer our community. They have made sure the fee for the basic tier is fair and affordable allowing virtually everyone to have access to 42 channels.

The Greater Sacramento Cable Company investors represent a cross section of the entire Sacramento area and have each been personally involved in determining the needs of the Community. They have committed funds for various areas of concern, such as Education, Health, the Arts, Minority Groups and Senior Citizens.

McLean Hunter, Greater Sacramento Cable Company's partner, has an excellent reputation and Sacramento is their #1 priority. They have never been sued for non-compliance and have never sold or lost a system.

When you cast your ballot in September, vote for SACRAMENTO by voting for GREATER SACRAMENTO CABLE CO.

Sincerely,



HOWARD M. TURNER

*W. Sacto Land Co.
830 Jefferson Blvd
W. Sacto*

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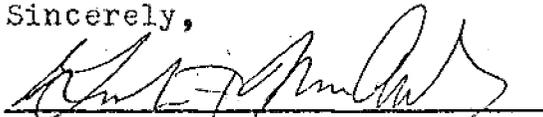
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GORDON MAC AULAY

4733 Olive Gate Way
Carmichael, Ca

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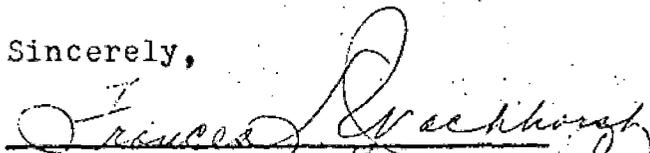
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Sincerely,


(Mr Eugene J.)
4625 Cabana
Sacramento

Sept. 14, 1982

Mrs. Collins
Board of Supervisors
700 H Street
Sacramento, CA 94814

Dear Mrs Collins;

I noted the article in the Sacramento Bee on Cable TV today and it prompted me to write to you.

I feel strongly that the Cable franchise should be granted to a locally owned company who will have to be responsible in their own community. Grater Sacramento Cable Company seems to me to represent local people from all walks of life and they are tied to MacLean Hunter who is a conservative but reliable corporation.

I do not want Sacramento to be waiting on some far off company to make decisions.

Thank you for considering my opinion.

Randy Lagomarsino
Mrs. Randye Lagomarsino
1164 Theo Way
Sacramento, CA 95822

September 17, 1982

Dear Mr. Toby Johnson

As a resident of your district, I would like to call to your attention the question of the up coming selection of which group shall be granted the Cable Television Franchise.

I am strongly urging your vote for Greater Sacramento County Cable, Inc. I feel with their greater local ownership this group will better fill the needs of our area.

Upon examing all proposals there is no doubt that Greater Sacramento County Cable, Inc will be more responsive to local needs and their upfront money commitment is prove possitive of there sincerity.

Thank you for your time in reading this letter.

Sincerely



George Kapanagian

8352 Lake Forest Dr.

Sacramento, Ca 95826

Dear Mr. Byers:

9/21/82

As a concerned citizen of
Shelburne County, I would
hope to see your vote
for the Shelburne Shelburne
County Green Company next
Monday.

The local investors in the
Shelburne Shelburne County Green
Company are a group of
outstanding community leaders
with nuclear-plant
will provide an excellent
proposal for our community.
I feel that local environmental
my local leaders in the next
available

Sincerely,
Deirdre J. Rowan
2156 Oak

I am writing to you as one of many concerned Sacramento residents to provide you with my views on the Cable TV Franchise you will be voting on in September.

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Sincerely,

Mrs. Robert VANINIA

1331-46th St.
Sacto

82 SEP 23 P1:50
COUNTY OF SACRAMENTO
BOARD OF SUPERVISORS

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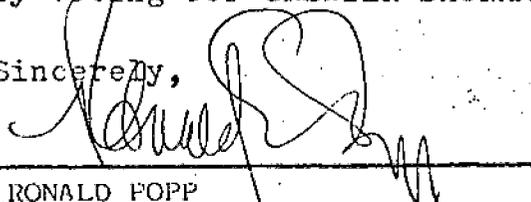
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Sincerely,



RONALD POPP

1546 Markham Way
Sacramento

Sincerely,
Janice A. McGinn
1060 Lavanough Way
Sacramento, CA 95811

This morning I read in the Union
regarding the ranking of the cable
companies.
Greater Sacramento Cable Company
was ranked first in the financial
category and second in most of
the others, yet they were ranked
third overall, how could this be?

Bear Councilwomen Rudin,



9-21-82

My name is Eric Mark

I am supporting the education
One of things main concern
is unemployment. Education

would help government to solve
this problem. The lower class
can't afford to send their children
to college, ~~that's~~ when they
grow up they can't get jobs
and can't afford those things
to college. The college will
remove to good college. I know
\$2,000 to \$5,000 and my parents
college are making money
people because that cost more
a much more than a person
average can get a college
degree.

* degree

Became of critical in

spending the 2nd English

program in the country

abroad, collection of

offer the program to support
who need it.

That will help

to solve unemployment +

by giving the lower class
a quality education and

Give people in need of a
English of a 2nd language
program access of this program

Statement to the Sacramento City Council and the Sacramento County Board of Supervisors on Cable Television Franchising

Delivered on September 22, 1982

by

David Cövin

The decision you are about to make is a political decision - that is why you are the ones who are making it.

But it is a political decision with significant, far-reaching, and irreversible economic consequences.

Somebody - is going to make an enormous amount of money from what you decide.

Now the gadgetry is wonderful. But once we set all the wonderful gimmickry of cable TV aside - and in this respect the competitors are closely matched - but once we remove the gift wrapping and see what's inside - we see a growth industry.

The people of my race are the ones who have been most excluded from the positive growth industries of this country. That is why our unemployment rates - in good times - would be bad times for anyone else. That is why growth industries have always meant everyone's growth but ours. The only way we have ever been included in growth industries is by government direction.

There is no secret about the economic plight of the Black population of this county. And though it is generally true that decisions at the local level can do little to effect the unemployment rate and to effect economic health, every now and then an exception to that truth comes along. This is such an occasion. You are placed in the rare position of local political leaders who can have a direct impact on the economic well-being of the local Black population. When will such an opportunity come again? And once bypassed - what will its effect be for generations to come?

I'm talking about the total number of jobs awarded to Black people. I'm talking about training commitment and placement specifically to Black people. I'm talking about franchisee contracts guaranteed to Black contractors. I'm talking about opportunities to develop joint ventures on commercial - as opposed to non-profit - channels. I'm talking about the specific, enforceable nature of the commitment, and the track-record of the franchisee. Look at its staff. Who does it employ - proportionately and in absolute numbers?

If this were simply a business decision, perhaps you would have other kinds of choices which would receive priority. But it is not. It is a political decision. The kinds of decisions you make should not be of the same character as those of corporate leaders. If that were your role, the appropriate place for you would be in a corporate board room somewhere.

At a time when the extremity of the Black economic condition is well-known, for you to make a political decision about a growth industry with such profound and irreversible consequences, and not

place those consequences first in your order of priorities, is to fall prey to a terrible shortsightedness and callousness to human need.

What I encourage you to do is to take this very rare opportunity to use political power in a just and humane way. You are going to make somebody very, very rich. That is a given. But you have the extra discretion to insure that those with the least among our population have a concrete stake in the future.

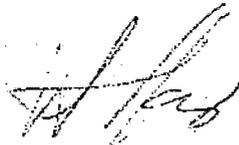
Art Hanley
6120 Via Casitas
Carmichael, California 95608
(916)961-7494

Sept. 23, 1982

Gentlemen and Ladies:

Unfortunately, I was called away last night before my name was called, so I've just borrowed a typewriter and "banged out" about what I would have said last night. I warn you in advance, though, typing is not my strong point. I hope you'll have time to look this over, as it represents a citizen's perspective that is somewhat different from most of what you've probably heard. Thank you.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Art Hanley', written in a cursive style.

Art Hanley

Ladies and gentlemen, I would like to first express some sympathy for you. Whichever system you pick next week will be the wrong one, as hundreds of people will no doubt be happy to point out as soon as the decision is announced. Let's face it, you're going to have to pick one, turning them all down would only make Sacramento a laughing stock nationwide, so your consideration must be careful.

There is a certain facet of this competition that I feel is being overlooked: The purpose of this exercise is to provide Sacramento with the best system possible, not to see who can buy off the most community groups (that includes channels as well as grants). As KVIE, CCET, WXYZ, and the other coalitions come before you to list their plunder, you might want to keep that in mind

No company, no matter how well intentioned, is going to be able to do much for this community if enough people don't subscribe and stay signed up. Otherwise, the best promises in the world aren't going to mean much if they have to be cut back because they haven't met their projections. If rates are raised instead to keep those community promises, you have, in effect, passed a tax. Also, these giveaway channels are a valuable resource. The various groups that are receiving them should have a responsibility to deliver what they've lobbied for. Any cable company that doesn't have strict "use-it-or-lose-it" requirements in its channel grants should be looked at very carefully. Without those in intially, it would be politically very difficult to take back a channel from some coalition that isn't delivering, and this includes KVIE and CCET.

If we are honest, we'll admit that few people will sign up because of these community channels or because a certain amount of money was thrown at this or that group. To gain the community benefits, lots of people must sign up, so that the companies can deliver what they plan.

With this in mind, let's rank the companies from the bottom up...

Warner-Amex can no doubt deliver the system they promise, but they aren't promising much. At tier one, there's really nothing available that people greatly want to pay for that they can't get for free now. Even at tier two, there's only 3 non local stations and little else that everyone else isn't offering. It's interesting to note that the network affiliates are protected from competition, as is KVIE. QUBE is nice, but it's hardly state-of-the-art, somewhat limiting, and probably not that great an incentive to sign up.

UTC is much the same as Warner, but does offer more variety. Still not a lot commercially that isn't already available, although there is more network competition. The fact that one is forced to go to tier 3 for some services does raise their cost, and they share the high inter-active installation charges of Warner. Also, haveing lived in other UTC system areas, which in some ways offer more service than proposed here, I can assure you that what Denver says, goes. UTC does offer the best FM.

Cablevision may offer the most valuable community asset of all: a true, interactive data system which could bring this community far more benefits and service than all the community grants of the others put together. The major flaws are dependence on Cablevision for software support and what appears to be some question about the financial ability to "pull it off". Cablevision's plan to teach the subscribers how to use their keyboards is very good, if people will sign up. The fact that the Communicom is not installed yet is not that big a deal, it's not that advanced and will be far surpassed by home microcomputers well before this system is complete, but it will be in every subscriber's home, which is a major feature. Someone has to be first. However, if a cable company doesn't provide a real interactive system, there is someone else who's going to anyway: AT&T. Cablevision comes in second primarily because of uncertainties about its ability to deliver sufficient versatility of product outside of datasytems, and because AT&T may do it anyway. It's rates are about middle-of-the-road.

GSC offers the most commercially attractive proposal with diversity on all levels, plenty of competition for the locals, reasonable rates for all services, an excellent track record, high local input, and a realistic and supportable level of community involvement and benefits. This is the one people will buy, and that's what makes community-beneficial pledges possible to be fulfilled. I hope they include MTV soon, and since KQEC is the same station as KQED I hope it is replaced with KCSM which is an excellent PBS-system outlet. If you want cable to really fly and provide the most community benefit for all, this is the one to pick.

Irregardless of which system is chosen, I hope you'll work with the company instead of against it. If you do, you'll be a rare civic group. Remember what happened in Philadelphia, Dallas, Chicago, and a lot of other systems. Don't lie to the companies, get lost in bureaucratic power plays, or let personal prejudices get in the way of your duties. If you do we can have an innovative system that will make others sit up and take notice of Sacramento. If you blow this, we'll still be known for a long time as, "That hick town that still can't even get its traffic lights to work".

One final thought on allowing SMUD to install their energy "management" system... It's only about a year until 1984.

DISTRIBUTION
9/23/82

LETTERS OF SUPPORT FOR CABLEVISION

Sept. 22, 1982

Board of Supervisors
Sacramento County
Members of the Board in session:

With respect to the current proceedings to select a cable television operator, I would like to share my point of view with the joint selection council.

I became interested in the cable TV issue because of the close relationship to computer technology. I have been a computer programmer and computer system designer since 1952, and have watched the growth of computer technology with fascination. Recently, the computer and the communication industries have begun to intertwine in interesting ways.

Because of my interest, not to say bias, I was immediately attracted to the Cablevision proposal. Here, I thought, was an audacious, superbly crafted, exciting concept; visionary, to be sure, but with the means to achieve the vision.

I have no doubt that the technological difficulties, if any, can be overcome; that the Communicom terminal can be produced; that CSMA/CD can be made to work on such a large scale. Even more impressive is the thoughtful planning for the commercial and public institutional networks, with a richness and variety of services that unquestionably would provide new impetus for business, educational, and public enterprises. Cablevision's awareness of network communications standards ensures the ability to access information services in the wider world. The Cablevision proposal brings together enough elements to create a critical mass which would result in an information processing revolution.

As I sold myself on the Cablevision approach, I was aware of a nagging doubt which crystallized as soon as I discussed it with my dear thrifty wife, to wit: the \$20 per month service fee is just too much.

You can't drag people screaming and kicking into the computer age. You can't expect that a large fraction of your customers are going to be (initially) the least bit interested in the computer-like terminal; in fact, most will be afraid of it, and they are certainly not going to pay \$20 for the privilege of being intimidated by cable TV.

In other words, the problem with the Cablevision approach is sociological, not technological. I feel like a traitor saying this, but the Cablevision proposal is ahead of its time. If only they had proposed a more moderate implementation with a ten year goal of .xx% penetration of the residential market by sophisticated interactive devices. (xx is less than 100)

The Decision

With the above comments as background, I will share my own selection. Of course, another opinion is just what you wanted! But remember the quote from Charles McCabe in the San Francisco Chronicle: "Any clod can have the facts, but having opinions is an art."

Cablevision is rejected for the simple reason that it cannot be sold to the public in 1982, and therefore it would be a financial disaster.

Warner-Amex appears to have the most business-like proposition, one that will be financially sound and with low technical risk. In fact, it is so business-like that one can only hope that what is good for Warner-Amex will be good for Sacramento for the next 15 years. Incidentally, I think that the special status accorded the Atari home computer is entirely inappropriate.

Of the remaining two contenders, I would choose the one which
1) has the greatest potential for evolution in the direction
of the Cablevision concept, and 2) will have the most beneficial
impact on the Sacramento economy.

The answer should be obvious.

A handwritten signature in cursive script, reading "Philip H. Sayre", followed by a horizontal line extending to the right.

Philip H. Sayre
1115 Schiro Court
Sacramento, CA 95822

Coalition Against Racism

9601 Kiefer Boulevard
Sacramento, California 95827
(916) 363-3161

September 22, 1982

TO: Sacramento County Supervisors
City Councilmen, City of Sacramento

FROM: Coalition Against Racism
National Association of Black Social Workers

SUBJECT: Cable Franchise

Chairman Johnson, County Supervisors, City Councilmen, I am representing the Association of Black Social Workers (Sacramento Chapter) and the Coalition Against Racism. I am the Vice-Chairman of both organizations. We of the Coalition and NABSW are impressed with the work and sacrifices of all involved in this franchise awarding operation. Realizing the complexity of the issue at hand we commend the Council Members and Supervisors in studying all the many components of a successful cable operation, and insisting on such for the residents of Sacramento.

In studying the proposals we find that all represent outstanding effort. Sacramento should feel very fortunate to have such highly qualified competitors bidding for the cable contract. However, we who work in the human services field were particularly impressed with Warner Amex's proposal to commit 10% of profits per year to a trust fund for use by non-profit community organizations. This highly beneficial way of carrying out its responsibility to the community is commendable.

We are similarly very impressed with Warner Amex's Rate Structure which shows more sensitivity to the needs of the elderly and low-income subscriber.

Also, in the area of Women and Minority Participation Warner Amex has taken a specific and comprehensive approach unmatched by the other bidders. For example:

(1) Warner has proposed a program in which women and minority businesses would be awarded 10% of the contracts involved in building and maintaining the cable system. But Warner did not stop here. It further requires businesses awarded contracts by Warner in excess of \$250,000 to adhere to this same 10% women and minority stipulation in contracting with subcontractors.

You Can't Be Free And Dependent

(2) To enable women and minority businesses to participate more successfully, Warner has agreed to establish a rotating loan fund of \$100,000 and an additional fund up to \$100,000 on a matching basis. The results would be a potential pool of \$300,000 available for the development of women and minority businesses.

(3) Warner Amex proposes to hire and train women and minorities based on their representation in the population rather than their representation in the workforce. This method of using population representation rather than workforce representation as used in one of the other proposals, is an indication of an aggressive women and minority participation program to aid in rectifying past inequities rather than maintaining the status quo. Should Warner include in this portions of its Affirmative Action Plan its employment goals for specific positions, i.e. entry level, professional, managerial, we would be in a better position to evaluate the merits of this program. None the less, their Women and Minority Participation program is exceptional in comparison to the other bidders.

In summarizing, the above mentioned programs plus racial minority channels, and a realistic approach to ascertainment of community access for quality programming, all place Warner Amex well above its contenders in these areas not rated by the consultants. In the five areas covered by the consultants Warner Amex ranked #1 in Finance, Technology, and Best Consumer Buy, adding strength to our belief that Good Public Policy is Good Business, and in the long run, Good Politics.

To end, we of the Coalition Against Racism and the National Association of Black Social Workers purpose, as a bottom line, that the final contract with the successful bidder incorporate a Women and Minority Participation Program at least as strong as that proposed by Warner Amex.

THANK YOU

A handwritten signature in cursive script, reading "LaWanda R. Rice". The signature is written in dark ink and is positioned above the printed name.

LaWanda R. Rice

The Raspberry Column

Urban League Pushes For Equality In Private Business Sector

By William Raspberry
Washington Post

WASHINGTON — The Urban League is reviving the call, first raised some 20 years ago by the late Whitney Young, for a "domestic Marshall Plan." PUSH Inc. is pressuring big business, including the soft-drink and auto industries, to make franchise, subcontracting and service opportunities available to blacks. The NAACP, which earlier had announced its Operation Fair Share, has unveiled a new minority business advocacy program.

The consensus appears to be growing that, to paraphrase Calvin Coolidge, the business of civil rights is business.

The new emphasis does not mean that the civil rights establishment has gone conservative, at least not in the sense of government-is-the-problem Reaganism. But it does suggest the view that blacks cannot hope to sustain recent gains or to achieve new ones unless they are able to share in the nation's economic power.

And the irony is more apparent than real when this new declaration

of the need for economic independence is accompanied by demands for federal assistance. The first point of the NAACP's business advocacy program, for instance, calls



William Raspberry

upon the federal government to set and enforce goals for higher levels of minority participation in government procurement.

IF AMERICAN business is in trouble, as attested to by record levels of bankruptcy, minority business is clinging by its fingernails. A recent poll shows that, in this city alone, 24 black-owned firms have laid off an average of 26 employees; that half of

the 24 have lost at least a third of their work forces, and that 30 percent have suffered a 50-percent cut in dollar volume of their federal contracts.

When you consider that nearly all of these firms were surviving largely on the strength of federal procurement and performance contracts, you have the makings of a special disaster.

The obvious rejoinder is that black contractors make a mistake in becoming overly reliant on government contracts, and particularly on special minority set-aside programs, in the first place. Wouldn't they be better off if they simply set about producing the best possible product, at the lowest possible cost, and beat the competition fair and square?

Unfortunately, it doesn't work that way. The price-and-quality gap among qualified contractors is, in most cases, so small that a contracting officer, whether in the government or in private industry, can award contracts to cronies and friends of friends without penalizing his employer. After all, how good — or bad — can a paper clip or a wood pallet or a computer run be?



Set-aside programs guarantee minorities a level of business free of competition from whites. "Graduation" into the mainstream makes them subject once again to the vagaries of discrimination.

The NAACP program calls for an increase in set-asides, tougher enforcement of federal laws requiring prime contractors to use minority firms as subcontractors, and a joint

private-federal program of enhanced minority access to capital and credit.

It also calls for an approach that has nothing to do with the federal government but leads from the NAACP's own strength.

According to NAACP executive director Benjamin Hooks, one of the reasons minority businesses rely so

heavily on the government is that their relationships with white business have been one-way affairs.

For example, he said, 250 Washington-based minority firms are spending some \$25 million a year on office rental, another \$4 million on copy machine rental and \$5 million in telephone costs, while non-minority business purchases from black firms amount to little or nothing.

So what does he intend to do? Instead of tackling only the industry giants, as the PUSH campaign has done, Hooks hopes to use the NAACP's local structure to target moderate-sized local firms that refuse to subcontract with local minority suppliers and contractors.

"We will examine the purchasing practices of selected corporations and communicate our findings to our NAACP constituency throughout the country," Hooks declares. "The NAACP intends to use its power to withhold economic support of its constituents from those companies found to be least actively procuring goods and services from black suppliers."

The civil rights establishment, it appears, means business.

Cougar Books

P.O. Box 22246
Sacramento, CA 95822
(916) 428-3271

TO THE BOARD OF SUPERVISORS AND CITY COUNCIL

This letter is to recommend Greater Sacramento County Cable, Inc. for the Sacramento Cable television system.

One of the advantages they have is a Canadian operator. Some of the best and most innovative film and video in the world has come out of Canada. I know this through my experience as an audio-visual editor with Scott Foresman publishing company in Chicago (textbooks), as a television producer in Pittsburgh, Pa., and as a member of American Women in Radio and Television.

Films and video tapes were shown at Scott Foresman every noon to demonstrate to the editorial staff the potential of non-book materials. The best came from the Film Board of Canada and other Canadian sources. The Canadians had government support so they were able to produce quality film and video and to be creative and innovative without concern for financial, commercial and competitive considerations. Some really beautiful and unusual films and video programs resulted.

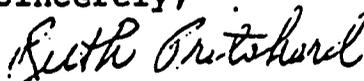
Canadian, Australian and English film and video presentations and speakers were often the highlights of national conferences of broadcasters and of the American Women of Radio and Television. Again, the work was of exceptional quality and innovation. There also was a difference in the attitude of United Kingdom producers toward their work, probably because they were able to concentrate on creativity and quality rather than on public popularity and business. I found the UK producers for the most part, to be honest, decent and less cynical and jaded than their American counterparts.

This approach fits cable better than the highly competitive network attitude that influences much of television here, in my opinion. The many channels provide an opportunity for such creativity and innovation in programming for diversified audiences. The combination of local shareholders and a Canadian operator seems to me to hold the best promise for cable in Sacramento.

This is submitted for your information should the record of Canadian productions not be generally known, and I do so as an individual.

As Cougar Books, the only Sacramento book publisher, we would hope to work with whoever may be the operator to turn print material from non-fiction general interest and how-to books into video programs of community interest.

Sincerely,


Ruth Pritchard

PAM MUSANTE
645 PERKINS WAY
SACTO., CA.
95818

Dear *Mr. Connelly,*

This letter is to urge you to cast your vote for the Greater Sacramento County Cable project next Monday night.

The MacLean-Hunter cable project proposal is, in my estimation, the most financially sound, responsible, and comprehensive project proposed.

As you may know, the Greater Sacramento Cable organization is locally owned and controlled. As a local businesswoman I feel very strongly that the cable franchise be awarded to a community based company.

Again, as a constituent and a concerned citizen, I urge you to vote for Greater Sacramento County Cable.

Sincerely,

Pam Musante

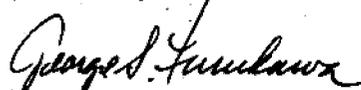
September 22, 1982

To: City Council:

I will endorse the Greater Sacramento County Cable Co.
to be awarded the cable franchise.

Local investors would mean, interests in the needs of
local residents, such as; religious and educational types
of programs rather than X-Rated movies.

Sincerely,



George S. Furukawa, Past Pres.
Florin Buddhist Temple
Board of Directors
7100 Chris Avenue
Sacramento, CA 95828

amer.cal

SANITATION COMPANY

To: Ted Sheedy
Supervisor, District #1

As a resident of Sacramento for over 20 years and a prospective subscriber of Cable TV, I am writing this letter to advise you of my endorsement of Greater Sacramento County Cable Inc.

Greater Sacramento County Cable Company's proposal, in my opinion, is unsurpassed by the other Companies bidding for the opportunity of servicing Sacramento for the following reasons:

1. G.S.C.C.'s dollar commitment for Sacramento County in the areas of Education, Public Television, Public Radio, Health Organizations, Religious Organizations, Art Organizations, Public Access and Women's Communication Corporation totals \$45,898,884.00. This amount is considerably more than others have committed and represents an impressive financial stability.

2. G.S.C.C.'s local investors have the interests of the Sacramento area at the top of their list of priorities. They consist of an excellent cross section of individuals from all walks of life, all income groups, races and nationalities. To me, this is a decided plus in getting the best for Sacramento.

3. G.S.C.C.'s shareholders have successfully negotiated with Maclean Hunter to become its partner, thus providing a proven expertise in developing local programming and training of local citizens/groups to use public access channels for the betterment of the greater Sacramento community.

4. A comparison of fee costs also favors G.S.C.C. Flexibility of choice of services with rates to fit your wallet, coupled with no excessive installation costs will enable many more people to enjoy Cable TV.

5. If we are going to have quality Cable TV in Sacramento, and I am certain we are, then I am certain you will agree with me that the very best available to us is what we should settle for -- and nothing less.

PORTABLE TOILET AND FIELD OFFICE RENTALS

7408 SAN JOAQUIN STREET SACRAMENTO, CALIFORNIA 95820 (916) 452-8941

In view of my above statements and opinions, I solicit your thorough review of the facts and let Sacramento benefit by having the very best.

Sincerely,

A handwritten signature in cursive script that reads "W.L. Weske".

W.L. Weske
V/P, Gen. Mgr.

WLW/jo

9 Skysail Court
Sacramento, CA 95831
September 20, 1982

City Council
Sacramento, CA

Dear Members of the Council,

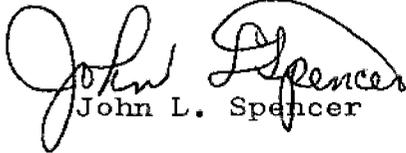
After careful review of proposals and information offered by the final four competitors for the right to install and operate cable television in Sacramento, I am convinced that Greater Sacramento County Cable should be awarded the franchise.

Greater Sacramento County Cable has demonstrated that it is prepared to offer quality service that will meet the needs and desires of this community.

Their presentations indicate that they are more sensitive to the local concerns and are able to respond favorably to them.

I urge you to support Greater Sacramento County Cable in this venture.

Sincerely,


John L. Spencer

1521 U Street, #D
Sacramento, California 95818
September 22, 1982

Councilperson Anne Rudin
915 I St.
Sacramento, Ca. 95814

Dear Councilperson Rudin:

As your constituent and as a low-income resident of Sacramento, I am writing to urge you to vote for Greater Sacramento County Cable, Inc. as the cable franchise operator. I support GSC for several reasons.

I believe that GSC can best serve the entire Sacramento community as opposed to serving only an economic elite. Unlike the limited partnership funding of Cablevision, GSC has local supporters who are shareholders. Local shareholders guarantee there will be accountability to the community long after those who have obtained the franchise leave Sacramento.

GSC has shown its responsiveness to the wishes and the needs of the community in general and to all the women of Sacramento in particular. One example is GSC's responsiveness to the wishes of women is their assurance none of their channels will show pornography. This is consistent with Maclean Hunter's policy with all their cable franchises.

An example of GSC's responsiveness to the needs of women is that only they have a women's channel which will be programmed by local women of all economic groups. This is significant because:

- 9 in 10 Aid to Families with Dependent Children families are headed by women;
- two-thirds of the aged, blind or disabled Supplemental Security Income beneficiaries are women; and
- 6 in 10 of the adults receiving Social Security benefits are women.

As a member of the County Welfare Advisory Committee, I know of the increasingly impossible situation welfare presents to the County. As a former AFDC recipient I know of the increasingly impossible situation being on welfare presents to the clients. And, as a candidate for the Master of Social Work degree, I am convinced that cable television—which is accountable to the community—can be an important tool in decreasing welfare dependency.

Only GSC guarantees local control of local programming. Furthermore, GSC's partner, Maclean Hunter, has been recognized for its excellence in community programming. Awards have been made to Maclean Hunter in recognition of this excellence.

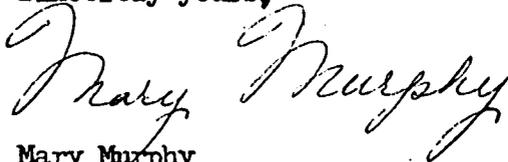
Although their proposal has been rated as the best by Cable Television Information Center, United Tribune Cable has overestimated its projected revenue according to CTIC. Thus, it is highly unlikely United Tribune will be able to deliver what they have proposed for the Sacramento community.

I also believe GSC is a better choice than Warner Amex to grant the franchise to because the number of choices Warner Amex offers to the community is inadequate. And, as you know, there have been many problems with the Warner Amex cable installation in San Diego.

Finally, I believe the rate schedule offered by Cablevision, as opposed to the rate schedule offered by GSC, is prohibitive and constitutes a serious economic risk to the Sacramento community if the franchise is granted to Cablevision.

Therefore, I urge you to vote for GSC as the cable television franchise operator in Sacramento.

Sincerely yours,

A handwritten signature in cursive script that reads "Mary Murphy".

Mary Murphy
Member, Sacramento County Welfare Advisory Committee

Copies to Members of City Council and Mr. Mac Mailles