



In Santa Cruz, Cable TV is for the birds...

...yes, for the birds. And for the ducks, and the seagulls, and the deer, and the raccoon; and it's for the ocean, and the gorgeous tree, and the flowers; and for the meadows, and streams, and the mountains; for these things too require respect and inclusion in the promise of local community programming.

And in Santa Cruz, cable TV is for the people, and their education; it's for their communication—with each other, and with their community and the world around them. And it's for their government, and their schools, and hospitals, and places of worship. It's for their

We've worked hard to develop a new and unique cable television plan for the City and County of Santa Cruz.

Ownership, System Management, and Control

- Financed and owned *locally*
- Goods and services purchased *locally*
- Hiring and training of *local* people
- System construction and operation by Gill Cable Co. (San Jose)
- *Local* ownership and *local* control means *local* accountability
- We are the only applicant whose "boss" lives *here*!

Financial Capability

- We are the *only* applicant, other than Group W, to have all banking sources *currently in place* for total construction financing—over \$35 million.
- We are the only applicant to offer significant *local* investment *now*; each one of our stockholders—without exception—is *currently* committed to invest substantial personal funds in this project.

System Design

- 62 channel subscriber network
- 30 mile private institutional network
- 2-way activated system from the first day
- 24 hour standby power
- 2-way addressable terminals for each subscriber
- The most technically advanced equipment available in the industry today

entertainment, but also for their debate and dissension.

This is a different place, Santa Cruz. It's beauty is different, our people are different—vital, and concerned, and involved with our community. Sure we want television to entertain us and inform us—we want it to bring us the world, but it should also bring us Santa Cruz. We want television to program *with* us, not *at* us. And as it intrudes upon our lives, we want our intrusion to be felt upon it.

We believe this community can effect this kind of control over its cable television system only through *local* ownership—from the very first day of the project.

And we have come forward, personally to make that happen.

Everyone who has studied the Cable TV Proposals for the City and County of Santa Cruz has ranked us the best.

Grand Jury Report on Cable Television in Santa Cruz—Spring, 1985

"Financing— The (Grand Jury) Committee felt that Greater Santa Cruz Cable TV Associates offered the most realistic financing plan, with adequate contingency backup, and the most readily expendable plans to meet future needs."

"Management— The (Grand Jury) Committee found the choice of Gill Industries of San Jose to construct and operate the Santa Cruz system proposed by Greater Santa Cruz TV Associates uniquely appropriate. This company has successfully served the San Jose area for twenty-five years . . . The company enjoys the reputation of superior customer service."

"Line Extension— Many thousands of potential subscribers were bypassed during the construction of the original cable television system in Santa Cruz County and to this day are not served by cable . . . Greater Santa Cruz TV Associates is the only applicant which plans to expand its system during (its) initial construction period, and has budgeted for this purpose. The Grand Jury believes this proposal will indeed offer services to the greatest number of customers county-wide, in the shortest time."

"Recommendation— The Grand Jury recommends that the Board of Supervisors awards the franchise for cable service to Greater Santa Cruz TV Associates, Inc."

- The *lowest* rate among all the applicants for basic Cable TV service
- Remote control for senior citizens and handicapped subscribers—*free* of charge
- *Free* service for hospitals, schools, and public institutions
- 20% rate reduction for senior citizens
- Computerized, on-line customer service response
- Subscriber rate protection plan *guaranteeing* the city and county's right to establish basic service rates for the life of the franchise

Areas Without Cable TV Service

- We are the only applicant to commit to extend cable TV service to *all* areas currently without cable within the *initial* phase of construction

Local Programming and Public Access

- Over \$13,000,000 committed to studios, equipment, and support
- *Local* people will make *all* decisions regarding *local* programming
- Studios constructed at UCSC, Cabrillo College, downtown, Scotts Valley, and San Lorenzo Valley
- Mobile production van
- 4 channels specifically dedicated to public access
- \$7,000,000 funding for public access corporation

Community Support

- Redevelopment of community landmark building for use as main office/studio facility
- Full regional interconnection with neighboring cable TV systems
- Major production of local cultural and arts events
- 1% system ownership equivalent for local non-profit community organizations

We offer Cable television imagination; technical innovation; management experience; financial strength; and integrity. And local control.



Greater Santa Cruz Cable TV Associates, Inc.

Jack Baskin, Chairman

Founder and President—Santa Cruz County Community Foundation

George W. Couch III, President

President—Couch Distributing Co.;
Vice-Chairman—Cabrillo College
Governing Board

Neal Coonerty

Owner—Bookshop Santa Cruz;
Vice-Chairman—Downtown Commission

Robert E. Swenson

Past President—Cabrillo College

Manuel Santana

Restaurateur—"Manuel's"; Past
President—Cabrillo Music Festival

George Ow, Jr.

Owner—Kings Plaza, Kings Village,
Capital Book Cafe

Lawrence W. Pearson

Downtown business leader;
Member—Board of Directors,
Santa Cruz Area Chamber of Commerce

Elena Baskin

Recipient of Chamber of Commerce "Woman
of the Year" Award for Community
Service; Senior Citizen Activist

Al Castagnola

Director of Dominican
Hospital Foundation

Kristina Mailliard

Founder, Director—California Grey Bears;
recipient "10 Most Outstanding Women"
Award—Mademoiselle Magazine

Richard A. Klein

Attorney; Member—Santa Cruz County
Democratic Central Committee

Rowland K. Rebele

President—Santa Cruz County Symphony
Association; Newspaper Publisher

Dexter D. Ahlgren

Civil Engineer; Past President—
San Lorenzo Water District

Diane Klein

Sanctuary Movement Activist; Member—
Board of Directors, Cabrillo Music Festival

Candy Coonerty

Past President—
Temple Beth El Congregation

Mason P. Morris

CPA; Controller—Couch Distributing Co.

Gail Michaelis-Ow

Developer of Santa Cruz Planned
Parenthood Birth Control Clinic

Alicia Santana

Restaurateur—"La Manzana";
Trustee—Santa Cruz Art Museum

Edward (Bud) Prindle

Past President—Santa Cruz Rotary and
Santa Cruz Area Chamber of Commerce

Valerie E. Ahlgren

Winery Owner; Founding Member—
Valley Women's Club

Carolyn L. Prindle

Past-President—American Field Services
and UC Alumni Association

City and County Consultant Report

Telecommunications Management Corp. — October, 1985

Having studied and analyzed all the Cable TV proposals over a period of eight months, the City and County's cable television consultant—one of the most highly regarded in the industry—singled out the plan of Greater Santa Cruz Cable TV Associates for having the *best* proposal in many areas—including the following:

- Construction plan (the fastest)
- Extension of services to areas now without cable
- Financial resources (as compared to all applicants except Westinghouse)
- Experience of management company
- System design

And, in his report's *overall conclusion*, the consultant ranks our proposal *Number 1!*

We ask for your trust and support.

A cable television franchise is just that—a *trust*, given by the people which it serves. We will honor that trust with hard work, dedication to this community, and the fulfillment of the real promise of community control and responsiveness.

We live here, we work here, and we each have long histories of community service here. We will all make a major investment in this project, and give it our careful, and honorable attention to see to it that a new era of cable television comes to Santa Cruz. *And we will keep our promises.* Our promise to this community is simple—we will build one of the most technically sophisticated, financially sober, and community responsive cable television systems in the United States. *And we will do it now.*

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