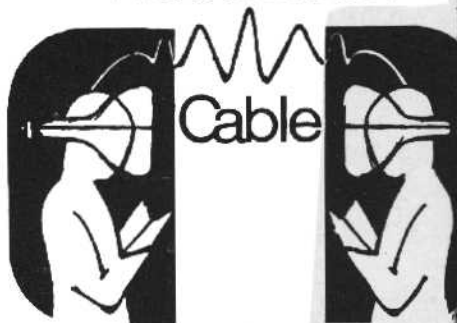


Woodstock



Woodstock could have its own community cable TV channel doing its own programming on a regular basis. It is with this in mind that the following has been written. Read it, consider it, and join Woodstock Community Video in this effort.

When television first began, a cable system was rejected because of the high costs for installation and the need for public dollar support. So airwaves TV, governed by the Federal Communications Commission, owned by capital, supported by a new message-making elite (advertisers), turned into an entertainment medium which the public supports anyway, by paying overhead costs on consumer products and by losing tax revenues from company profits spent on advertising, for all advertising expenses are tax deductible.

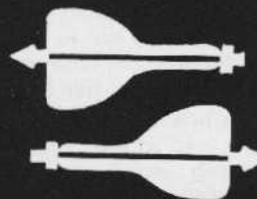
Since the airwaves provide a maximum of seven channels in an area about 1600 square miles, the FCC allocates them to serve the majority, not always guaranteeing service for everyone in every place. So cable is used. By setting up a large antenna to receive distant airwave signals, and from that antenna running cable to home sets, TV can be had by any. Per coaxial cable used 20 to 40 signals can be carried. So there's space also for locally originated messages sent from headend studios in the system. Cable can be two-way. Cable can filter signals to certain sets and block others. That's how AT&T's picturephone and pay-TV systems work. Eavesdropping devices can be attached to cable just as to telephone.

The FCC sets technical standards related to the strength of signal for using the airwaves. Whereas airwave production technology is at the cost of small airplanes, cable production technology is at small car costs: two-inch videotape decks and large studio cameras as opposed to one-half-

inch portable video decks and hand-held cameras; two-inch tape costing \$200.00 per hour, half-inch tape \$30.00 per hour.

FCC controls of programming are based on two conditions of the airwaves: 1) limited number of message routes; 2) indiscriminate exposure to everyone. What is allowable must have majority appeal. Censorship must be implemented to guard that majority from libel, sedition, riot, and obscenity. Many special interests in a democratic society are not served; cable with its multi-signal capacity allows for controlled exposure and enough message routes for dare say all interests. But it, too, has been limited and a burden of liability put on the cable owner. The FCC, as well as proposed state and local authorities, are questionably exercising controls over cable.

Cable is usually put in under locally designed franchises for fees. The cable owner charges an installation cost and monthly subscription fee. For this he maintains the antennae and cable to provide distant and near airwave signals for better reception. He expends efforts in behalf of locally originated programming. He can lease channels. He can sell advertising. He can offer access to pay TV systems. He can be freed of the burden of liability of program content. He should be responsive to his subscribers because of the economic relationship between them. He can provide the community with its own conveniently-located studio and channel(s) and help support it by a return from subscription fees.



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