

CITY COUNCIL MEETING

August 7, 1991

KING VIDEOCABLE NOTIFIES
CITY OF RATE INCREASE EFFECTIVE
SEPTEMBER 1, 1991

CC-22(c)

A letter was presented from King Videocable Company advising of a rate increase effective September 1, 1991. The City Council requested that the City Manager at the August 21, 1991 Council meeting present a report regarding the full implication of this increase and information regarding the new channel being provided.



King Videocable Company

1521 S. Stockton Street
Lodi, California 95240
209/369-7451

An Affiliate of King Broadcasting Company

July 25, 1991

Tom Peterson, **City** Manager
city of Lodi
221 West Pine Street
Lodi, CA 95240

Dear Tom:

King Videocable serves nearly 14,000 customers in Lodi and the surrounding area. We maintain almost **250** miles of cable and associated equipment. We program **42** channels of entertainment and information with a wide variety of service options.

Along with an exciting channel lineup, we offer outstanding customer service. Our system earned the National Cable Television Association award of excellent customer service. This award is based on meeting industry standards over a 1 year period. In fact, we exceeded many of the standards in phone response, service call response, and in service availability. We're very proud of the service provided to our customers by **our 22** employees.

We're also very proud of our community service. We pioneered live coverage of **city** council meetings **20** years ago. Coverage of other meetings, community events, and public service messages have also long been a part of King Videocable's commitment to the community,

Unfortunately, our business, like many others, faces growing costs of doing business. We purchased a new phone system last year to provide improved phone response to customer calls. We extended our hours to 6:00pm. We provided additional training to employees to improve their skills. Our costs for quality programming have continued to increase. Normal overhead - electric power, gasoline, insurance, and **cable** equipment have increased over 10% this last year, at a time when growth of new homes **was** 1%.

We are convinced that cable TV is the most valuable educational and entertainment choice available. Its cost is pennies a day for **24** hours of valuable information on dozens of channels.

This increase is not related to the change of ownership of King Videocable and is our own evaluation of our costs of operating over the coming year. With our product, our personnel, and our role in the community, **King** Videocable is committed to serving Lodi.

Sincerely,

Deanna Enright
Vice President and General Manager

KING VIDEOCABLE COMPANY - LODI
RATE SCHEDULE EFFECTIVE SEPTEMBER 1, 1991

S E R V I C E	Previous Rates 10-01-90	Rates Effective 09-01-91
A. <u>INSTALLATION</u>		
Installation, first outlet	45.00	50.00
Additional outlets, each	30.00	30.00
Relocation of existing outlet, each	30.00	30.00
Non-standard installation - unusual construction requirements or cable drop over 150' - time and materials		
B. <u>MONTHLY SERVICE</u>		
Basic service, all outlets (36 channels)	17.50	-
Limited basic service, all outlets (18 channels) -		16.00
Full cable service all outlets (37 channels)	-	19.00
 PACKAGES		
one premium service	11.00	11.00
two premium services	18.50	18.50
three premium services	25.00	25.00
four premium services	31.00	31.00
five premium services	37.00	37.00
 C. <u>OTHER FEES AND RENTALS</u>		
Processing fee to change packages	10.00	10.00
Remote control converter rental - monthly	3.00	3.00
TV Guide	-	3.00
Late charge (accounts 40 days past due)	-	5.00
Trip charges may be assessed for problems not related to cable TV service (VCR hookups, fine tuning TV, etc.)	30.00	30.00
A/B switch purchase	10.00	10.00
 D. <u>BULK/COMMERCIAL ACCOUNTS</u>		
▪ Apartments:		
less than 50 units	11.50	12.30
50 or more units	9.00	9.65
▪ Motels	7.50	8.00



JUL 26 '91

City Manager's Office

King Videocable Company

1521 S. Stockton Street
Lodi, California 95240
2091369-7451

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