

Pg 116

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CITY COUNCIL MEETING  
DECEMBER 4, 1985

COMMUNITY CABLE  
TELEVISION SYSTEM FRANCHISE  
ORDINANCE INTRODUCED

ORD. NO. 1370  
INTRO.

Agenda item K-4 - "Consider adoption of Community Cable Television System Franchise Ordinance" was introduced by City Manager Peterson. A lengthy discussion followed with questions being directed to Staff and to the City Attorney regarding the matter.

Mayor Hinchman and Council Member Pinkerton expressed their desire to meet with the City Attorney to draft additional language in the subject ordinance to ensure satisfactory subscriber service.

Following additional discussion, Council Member Olson moved for introduction of Ordinance No. 1370 - An Ordinance of the Lodi City Council Repealing Lodi Municipal Code Chapter 5.16 Community Antenna Television System Franchises and Enacting a New Chapter 5.16 - Community Cable Television System Franchises. The motion was seconded by Mayor Pro Tempore Reid and carried by the following vote:

Ayes: Council Members - Olson, Reid, and Snider  
Noes: Council Members - Pinkerton and Hinchman  
(Mayor)  
Absent: Council Members - None  
Abstain: Council Members - None

The meeting between Mayor Hinchman, Council Member Pinkerton and the City Attorney regarding the drafting of additional language in the subject ordinance to ensure satisfactory subscriber service will be scheduled prior to the second reading of this ordinance.

CITY OF LODI, CALIFORNIA

REQUEST FOR PROPOSAL  
FROM KING VIDEOCABLE COMPANY  
FOR RENEWAL OF ITS  
CABLE TELEVISION FRANCHISE  
SERVING  
THE CITY OF LODI, CALIFORNIA

**CTIC Associates**

## INSTRUCTIONS

### 1. General

In accordance with the Cable Communications Policy Act of 1984, Sec. 626, the City of Lodi hereby requests King Videocable to submit a proposal for renewal of its cable television franchise.

The present franchise is due to expire at midnight, February 20, 1988. The term of a new franchise would be for ten (10) years (?) and would become effective upon completion of negotiations and the adoption of a Resolution by the City Council of Lodi granting a renewal of the franchise and incorporating any terms and conditions as negotiated by the City and King Videocable.

Attached to this Request for Proposal is a draft copy of a revised regulatory ordinance that is intended to amend and replace Ord. 855 (Chapter 8A of the Lodi City Code). The proposed revisions will be scheduled for consideration and adoption by the City Council prior to their decision to grant or deny a renewal of the franchise with King Videocable. If the cable company desires to make comments or suggestions regarding the proposed regulatory ordinance, such comments must be included with the company's response to this Request for Proposal.

The attached forms are to be utilized by the company to facilitate a complete response to the financial, technical and services information requested. Several items presented in this Request for Proposal will need a narrative response in addition to filling out the forms.

Questions relating to the method of response or interpretation of instructions should be presented directly to CTIC Associates at 703/845-1700. Persons to contact are Harold E. Horn, President, CTIC Associates; Deborah Love, Senior Financial Analyst; Bill Kohutanycz, Director of Technical Services; and Lonni Moffet, Programming and Services Specialist.

2. Date and Place for Receiving Proposal

The City of Lodi is has established the date of September 23, 1985 as the due date for a proposal from King Videocable which must be submitted to the Office of the City Manager, City Hall, City of Lodi.

3. Number of Copies of Proposal

The City requires at least 12 copies of the proposal to permit the simultaneous review and analysis by the City Council, City Administrative and Legal staff, and the City's consultant.

4. Payment of Costs for Processing and Evaluating Proposal

In accordance with the proposed ordinance revisions (See Section \_\_\_\_\_ Duration of Franchise; Renewal subsection (7)): "The Grantee shall pay all

costs incurred by the City considering and processing a proposal for renewal as described in Subsection (1), (3)(a), (3)(c) and (6)."

5. Financial Plan - Pro Forma

An important feature of the proposal is for the City to receive an adequate demonstration of the financial capability of the company to perform in accordance with its proposal and to permit the City to determine the cable company's ability to earn a fair return on its investment and the potential impact of any proposed improvements to the cable system upon subscriber rates.

The attached financial forms have been designed to elicit the critical financial and demographic data regarding the proposed renewal of the Lodi CATV system. It is acceptable to substitute an alternative format for presenting this data as long as the critical data as requested in these forms are included in that format. For example, a computer printout format is acceptable as long as it contains or is supplemented with the requested subscriber data, major financial statements (Income, Sources and Uses, Balance) as well as detailed operating expense and capital expenditure information.

Please include a 10-year financial forecast. Include all expenditures associated with expected system enhancements as well as regularly required capital replacement for converters, vehicles, and maintenance. Also include any expected rate increases for basic, pay and other ancillary services.

Base all operating and capital expenditure forecasts on a five (5) percent annual inflation rate.

6. Requirements for Facilities and Equipment

Acting pursuant to Section 624 of the Cable Communications Policy Act of 1984, the following facilities and equipment have been established by the City as minimum requirements that are to be addressed by the cable company in presenting its renewal proposal:

- (a) A complete upgrading of the cable system serving the City of Lodi by rebuilding the present system to at least 400 MHz capacity.

(If the entire cable system is not totally rebuilt, the company is to specify in detail exactly which components will be "retained".)

- (b) The rebuilt cable system shall be designed and constructed to have the capability of two-way activation.
- (c) The rebuilt cable system shall initially activate and offer at least 35 channels of programming.
- (d) The rebuilt cable system shall include the provision of addressable technology for the delivery of subscriber services.
- (e) Standby power shall be provided to the cable system headend and on all trunk lines.
- (f) The rebuilt cable system shall include emergency audio override which can be readily activated during public emergencies by officials designated by the City.

- (g) Technical standards are to be presented for the proposed system rebuild that will meet or preferably exceed the FCC standards.
- (h) In order to restrict the viewing of programming which is obscene or indecent, upon the request of a subscriber, the cable company shall provide (by sale or lease) a device by which the subscriber can prohibit viewing of a particular cable service during periods selected by that subscriber. The company shall describe the equipment and the procedures and conditions under which this Federal requirement will be carried out.

7. System Construction

(a) Construction Schedule

On the forms provided, the company is to present its proposed construction schedule and timetable for the system rebuild showing by description, and also on a map, exactly what areas will be rebuilt including dates for completion of each section. (Dates may be referenced in month and days from the effective date of a new franchise renewal agreement.)

(b) Service Area Defined

Any areas of the city that will not receive cable service shall be so indicated on a system map along with an explanation as to why the area is being excluded from service. (NOTE: In accordance with Section 621 of the Cable Communications Policy Act of 1984, the City is notifying the company that it is required to assure that access to cable service is not denied to any group of poten-

tial residential cable subscribers because of the income of the residents of the local areas in which such group resides.)

(c) Line Extension Policy

Cable service is required by the City to be extended to residential areas no later than six (6) months after a density of forty (40) dwelling units per street mile is reached.

8. System Maintenance and Operation

The City is seeking in this Request for Proposal a modern, efficient, and cost effective cable system which will encompass quality maintenance practices, deliver a variety of marketable services and provide the flexibility needed to adjust to new developments. In response to complaints and suggestions received at a public hearing called to evaluate the performance and the services currently provided by King Videocable, and in addition, certain observations and recommendations made in a report to the City by its cable consultant, the cable company is directed to specify on the forms attached what measures it plans to adopt to improve its complaint handling procedures, service calls, telephone accessibility, and system preventative maintenance procedures. The company is further directed to review the requirements of the proposed new regulatory ordinance and describe the system of records that it plans to initiate that will permit periodic review

and analysis of complaints and service calls received and the disposition made of each call.

9. Programming Services

(a) In addition to the Basic, Premium and Audio services currently provided by King Videocable, the City of Lodi is interested in seeing an increase in the diversity of cable services available to Lodi subscribers. In the interests of meeting the community's future cable related needs and interests, the City of Lodi requests that King Video consider offering additional programming to meet a variety of viewers' interests.

(b) The City of Lodi requires that King Videocable offer at least three channels dedicated for access, one each for

- o Public Access
- o Educational Access, and
- o Government Access

(c) The City of Lodi requests that King Videocable describe how it plans to provide Commercial Leased Access channels pursuant to Section 612 of the Cable Communications Policy Act of 1984.

10. Studios and Production Facilities for Public, Educational and Government Access Use

The City of Lodi is interested in enhancing the Public, Educational and Governmental Access program production capabilities offered by King Videocable from the level presented in its Reporting Forms.

Specifically the City is interested in seeing a fuller complement of studio and portable production equipment, post-production facilities, and additional support for local program productions, including staff, operating expenses, increased hours of programming and the promotion of access and training of community producers.

(a) Production Equipment and Facilities for Access Programming

The following specific studio and production facilities are required to be provided for public, educational, and government access channel development on at least a part-time basis and are also intended to enhance the company's local origination programming effort. These facilities and staff should be made available to access users if demand warrants, minimum of 15 hours per week.

(1) Supplemental Studio Equipment

- 2 color cameras - studio and portable-capable  
with tripods, power supplies, viewfinders,  
controls and cables
- 2 10" color monitors and cables
- 1 13" B&W monitor and cables
- 2 3/4" VCRs
- 1 triple B&W monitor
- 1 chrome key generator
- 4 headsets
- studio lighting
- switcher/special effects generator

(2) Additional Portable Equipment

- 2 portable cameras with tripods, cases and cameras
- 1 portable 3/4" VCR
- 2 portable 1/2" VCRs
- 4 portable light kits
- 4 microphones
- 4 batteries
- 2 portable mic mixers
- 1 portable switcher
- 2 portable monitors

(3) Post-Production Equipment

- 1 edit controller
- 1 1/2" VCR
- 2 3/4" VCRs with edit
- 1 time base corrector
- 2 color monitors
- audio board and tape player

(4) Improve Local Origination Production Facilities that are Utilized in Presenting Public Meetings at the City Council Chambers.

The company is requested to present a plan as a part of their proposal that will enhance the quality of the presentations which the company originates from the City Hall. This may need to include improved lighting, better sound facilities, improved switching capability and perhaps re-channelization if the present channel is not technically suitable for quality signal delivery to subscribers.

(5) Character Generator Equipment

The City desires to have a character generator system with two remote keyboards/19" color monitors installed for use by the City and the school system at locations to be designated by the City. The system shall have adequate page capacity to continuously deliver messages of public interest and information to all subscribers.

(b) Support for Community Productions

(1) Staff

Equivalent of three full-time staff for LO and Access production.

(2) Operating Budget

A \$18,000 to \$23,000 per year operating budget to be used for support of Access.

(3) Promotion Activities

- Inclusion of access program schedules on channel guide and/or other descriptions of cable service schedules;
- Quarterly notices to subscribers regarding availability of access facilities.

(4) Training

Availability of regular training sessions for local access producers.

11. Franchise Fee

The City intends to establish a franchise fee of 5 percent of all gross revenues of the cable system that would be effective upon the effective date of the renewal of the franchise.

12. Insurance, Bonding, Security Fund

The City suggests that the cable company familiarize itself with the proposed new provisions to be added to the City Code regarding insurance, construction bonds, and security funds.

PROPOSAL FOR  
RENEWAL OF CABLE TELEVISION FRANCHISE

CITY OF LODI, CALIFORNIA

Affidavit

This proposal is submitted in response to the Request for Proposals of the City of Lodi, California, by the undersigned who has been duly authorized to make the representations herein on behalf of the company.

King Videocable recognizes that all representations are binding on it and that failure to adhere to any such representations may, at the City's option, result in revocation of any franchise that may be granted, as a consequence of this proposal.

King Videocable acknowledges that it has reviewed all requirements of the Request for Proposal and all provisions of the proposed regulatory ordinance and agrees to all of said provisions, unless otherwise qualified in writing in this proposal.

Consent is hereby given to the City to make inquiry into the legal, character, technical, financial and other qualifications of the company by contacting any persons or organizations familiar with our operations, or by any other appropriate means.

Firm Name

\_\_\_\_\_

Affiant's Signature

\_\_\_\_\_

Official Position

\_\_\_\_\_

Date

\_\_\_\_\_

Attest

\_\_\_\_\_

PROPOSAL RESPONSE FORMS

LODI, CALIFORNIA

LIST OF CONTENTS

	<u>No. of Pages</u>
DEMOGRAPHIC AND FINANCIAL REPORT FORMS	15
TECHNICAL INFORMATION FORMS: SYSTEM CONSTRUCTION, CAPACITY AND DESIGN	25
SERVICES INFORMATION FORMS	13
RATE INFORMATION FORMS	3

DEMOGRAPHIC AND FINANCIAL REPORT FORMS

LODI, CALIFORNIA

## DEMOGRAPHIC INFORMATION

	PRO FORMA PROJECTIONS				
	YEAR				
	1985	1986	1987	1988	1989
1. Miles of plant - entire system					
2. Underground plant (% of total miles) - entire system					
3. Homes passed by cable - entire system					
4. Residential basic subscribers* - entire system					
5. Residential pay TV subscribers - entire system					
6. Commercial subscribers - entire system					

\* If more than one tier of basic service is offered, please break out  
 subscribership to each tier.

DEMOGRAPHIC INFORMATION

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

1. Miles of plant -  
entire system
  
2. Underground plant (% of  
total miles) -  
entire system
  
3. Homes passed by cable -  
entire system
  
4. Residential basic subscribers\* -  
entire system
  
5. Residential pay TV subscribers -  
entire system
  
6. Commercial subscribers -  
entire system

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\* If more than one tier of basic service is offered, please break out  
subscribership to each tier.

REVENUE DETAIL

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

- 1. Basic Revenues (\$)
  - Residential subscribers
  - Commercial subscribers
  - Total Basic Income
- 2. Second Set Revenues
  - Residential subscribers
  - Commercial subscribers
- 3. Installation Income
  - Residential subscribers
  - Commercial subscribers
- 4. Pay TV Income
  - Residential subscribers
  - Commercial subscribers
- 5. Other Income (FM, security, advertising, etc.)
- Total Income

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REVENUE DETAIL

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

1. Basic Revenues (\$)
  - Residential subscribers
  - Commercial subscribers
  - Total Basic Income
  
2. Second Set Revenues
  - Residential subscribers
  - Commercial subscribers
  
3. Installation Income
  - Residential subscribers
  - Commercial subscribers
  
4. Pay TV Income
  - Residential subscribers
  - Commercial subscribers
  
5. Other Income (FM, security,  
advertising, etc.)
  
- Total Income

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REVENUE DETAIL

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

- 1. Basic Revenues (\$)
    - Residential subscribers
    - Commercial subscribers
    - Total Basic Income
  - 2. Second Set Revenues
    - Residential subscribers
    - Commercial subscribers
  - 3. Installation Income
    - Residential subscribers
    - Commercial subscribers
  - 4. Pay TV Income
    - Residential subscribers
    - Commercial subscribers
  - 5. Other Income (FM, security, advertising, etc.)
- Total Income

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## EXPENSE DETAIL

PRO FORMA  
PROJECTIONS

YEAR				
1985	1986	1987	1988	1989

A. PLANT

Salaries  
 Benefits  
 Maintenance  
 Converter maintenance  
 Pole and site rentals  
 Power  
 Vehicle expense  
 Rent  
 Payroll and expenses  
 (capitalized)  
 Others: specify

B. ORIGINATION

Salaries  
 Benefits  
 Rent  
 Maintenance  
 Vehicle Expenses  
 Common Carrier (Terrestrial)  
 Local Program Materials  
 (Tape stock and  
 miscellaneous supplies)  
 Satellite Signals\*  
 Independents  
 Other  
 Pay Cable  
 Stand-alone Program Material  
 Film Service  
 Other Non-Automated  
 Automated Programming  
 Promotion (LO & Access)  
 Other Miscellaneous:  
 specify

\*List all signals imported and their corresponding annual cost (i.e. WTBS--\$\_\_\_\_, MSG--\$\_\_\_\_, UPI--\$\_\_\_\_).

## EXPENSE DETAIL

PRO FORMA  
PROJECTIONS

## YEAR

1990	1991	1992	1993	1994
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A. PLANT

Salaries  
Benefits  
Maintenance  
Converter maintenance  
Pole and site rentals  
Power  
Vehicle expense  
Rent  
Payroll and expenses  
(capitalized)  
Others: specify

B. ORIGINATION

Salaries  
Benefits  
Rent  
Maintenance  
Vehicle Expenses  
Common Carrier (Terrestrial)  
Local Program Materials  
(Tape stock and  
miscellaneous supplies)  
Satellite Signals\*  
Independents  
Other  
Pay Cable  
Stand-alone Program Material  
Film Service  
Other Non-Automated  
Automated Programming  
Promotion (LO & Access)  
Other Miscellaneous:  
specify

\*List all signals imported and their corresponding annual cost (i.e. WTBS--\$\_\_\_\_, MSG--\$\_\_\_\_, UPI--\$\_\_\_\_).

EXPENSE DETAILS (continued)

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

C. GENERAL, SELLING &  
ADMINISTRATIVE EXPENSES

- Salaries
- Benefits
- Light, heat and power
- Vehicle expense
- Rent
- Travel and entertainment
- Contributions
- Professional services
- Stationary and supplies
- Postage and freight
- Advertising and promotion
- Telephone and telegraph
- Sundry office expenses
- Insurance
- Bad debt accounts
- Start-up expenses
- State and local taxes
- Franchise fees
- License and permit fees (local)
- Copyright payments
- Payroll and expenses (capitalized)
- Others: specify (use additional page 3a if necessary)

D. CORPORATE OVERHEAD AND/OR  
MANAGEMENT FEES

(See Page 6 of 15)

E. TOTAL EXPENSES

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EXPENSE DETAILS (continued)

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

C. GENERAL, SELLING & ADMINISTRATIVE EXPENSES

- Salaries
- Benefits
- Light, heat and power
- Vehicle expense
- Rent
- Travel and entertainment
- Contributions
- Professional services
- Stationary and supplies
- Postage and freight
- Advertising and promotion
- Telephone and telegraph
- Sundry office expenses
- Insurance
- Bad debt accounts
- Start-up expenses
- State and local taxes
- Franchise fees
- License and permit fees (local)
- Copyright payments
- Payroll and expenses (capitalized)
- Others: specify (use additional page 3a if necessary)

D. CORPORATE OVERHEAD AND/OR MANAGEMENT FEES

(See Page 6 of 15)

E. TOTAL EXPENSES

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ANNUAL EXPENSES (SUMMARY)

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

A. Plant Expenses

B. Origination

C. General, Selling, and  
Administrative

D. Corporate Overhead/  
Management Fee

E. Total Expenses

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ANNUAL EXPENSES (SUMMARY)

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

A. Plant Expenses

B. Origination

C. General, Selling, and  
Administrative

D. Corporate Overhead/  
Management Fee

E. Total Expenses

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DEVELOPMENT OF CORPORATE OVERHEAD

I. Basis for Allocating Corporate Overhead

If the operator owns more than one cable system, describe the method used by the company for allocating corporate overhead. For example: All overhead pool costs are allocated to systems on the basis of a ratio of system subscribers to total company subscribers.

II. Parent Company Management Charge (Overhead)

A. For the current year, itemize total corporate overhead pool in the following manner:

Purchasing	\$ _____
Engineering	\$ _____
Accounting	\$ _____
Data Processing	\$ _____
Legal	\$ _____
Programming	\$ _____
Etc. (marketing, office services, budget, etc.)	\$ _____
Less amount not allocated to systems	\$ _____
Total overhead allocated to systems	\$ _____
Total allocated to this system	\$ _____
Average percentage allocated in 1984	_____ %

B. Explain the method of allocating overhead including the specific factors or formula used in the allocation.

DERIVATION OF CAPITALIZED OVERHEAD  
AND CAPITALIZED INTEREST

I. Capitalized Overhead

Discuss and describe the method(s) used in determining capitalized overhead applicable to the system. Derive the dollar amount of capitalized overhead applicable to the system during the current year and show the derivation of all factors.

II. Capitalized Interest

Discuss the method(s) used in determining capitalized interest applicable to the system. Derive the dollar amount of capitalized interest applicable to the system during the current year and show the derivation of all factors.

STATEMENT OF OPERATIONS (PROFIT & LOSS STATEMENT)

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

Revenues (From Page 2)

Basic subscribers  
 Pay TV  
 Other (specify)

Total

Cost and Expenses (From Pages 3, 4, 5, 6, and 7)

Plant  
 Origination  
 General, Selling and  
 Administrative  
 Corporate Overhead

Total

Operating Income

Depreciation and Amortization  
 Interest

Total

Income before Federal Taxes

Federal Income Taxes

Net Income:

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STATEMENT OF OPERATIONS (PROFIT & LOSS STATEMENT)

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

Revenues (From Page 2)

Basic subscribers  
 Pay TV  
 Other (specify)

Total

Cost and Expenses (From Pages 3,  
 4, 5, 6, and 7)

Plant  
 Origination  
 General, Selling and  
 Administrative  
 Corporate Overhead

Total

Operating Income

Depreciation and Amortization  
 Interest

Total

Income before Federal Taxes

Federal Income Taxes

Net Income

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## PROJECTED CAPITAL EXPENDITURE

	PRO FORMA				
	PROJECTIONS				
	YEAR				
	1985	1986	1987	1988	1989
1. Antenna(s) and Tower(s)					
2. Microwave					
3. Headend					
4. Distribution					
Aerial					
Underground					
Pole arrangement					
5. Drops					
Equipment on customer's premises (including labor if capitalized)					
6. Converters					
7. Building					
Headend					
Studios					
Offices					
8. Leasehold improvements					
Furniture, fixtures					
9. Program origination					
Remote mobiles					
Studio equipment					
10. Land					
11. Tools, test equipment					
12. Spare parts,					
13. Engineering					
14. Vehicles					
15. Preoperating					
16. Pay TV converters (and related equipment)					
17. Capitalized overhead (see page 6)					
18. Capitalized interest (see page 6)					
19. Other					
20. Total					

## PROJECTED CAPITAL EXPENDITURE

	PRO FORMA PROJECTIONS				
	YEAR				
	1990	1991	1992	1993	1994
1. Antenna(s) and Tower(s)					
2. Microwave					
3. Headend					
4. Distribution					
Aerial					
Underground					
Pole arrangement					
5. Drops					
Equipment on customer's premises (including labor if capitalized)					
6. Converters					
7. Building					
Headend					
Studios					
Offices					
8. Leasehold improvements					
Furniture, fixtures					
9. Program origination					
Remote mobiles					
Studio equipment					
10. Land					
11. Tools, test equipment					
12. Spare parts,					
13. Engineering					
14. Vehicles					
15. Preoperating					
16. Pay TV converters (and related equipment)					
17. Capitalized overhead (see page 6)					
18. Capitalized interest (see page 6)					
19. Other					
20. Total					

INVESTMENTS

<u>Item</u>	<u>1978</u>	<u>1979</u>
1. <u>Investment in and Loans to</u>		
2. <u>Warehouses</u>		
3. <u>Leases</u>		
4. <u>Recreation</u>		
<u>Leases</u>		
<u>Recreation</u>		
<u>Other arrangements</u>		
5. <u>Group &amp; convertible equipment</u>		
<u>on customer's premises</u>		
6. <u>Buildings</u>		
<u>Leases</u>		
<u>Studios</u>		
<u>Offices</u>		
7. <u>Residence improvements</u>		
8. <u>Program origination</u>		
<u>Leases</u>		
<u>Studio equipment</u>		
9. <u>Tools, test equipment</u>		
10. <u>Spare parts inventory</u>		
11. <u>Engineering</u>		
12. <u>Vehicles</u>		
13. <u>Preparation</u>		
14. <u>Buy TV and related equipment</u>		
15. <u>Capitalized overhead</u>		
16. <u>Capitalized interest</u>		
17. <u>Other</u>		

BALANCE SHEET

PRO FORMA  
PROJECTIONS

YEAR

1985	1986	1987	1988	1989
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ASSETS

Current Assets

Cash

Accounts receivable (less allowance for doubtful accounts)

Prepaid expenses (and other current assets)

Total Current Assets

Property, Plant and Equipment

Cable TV transmission and distribution systems and related equipment

Miscellaneous equipment and leasehold improvements

Less accumulated depreciation and amortization

Net property, plant equipment

Other Assets

Excess of purchase price over value of net assets acquired at cost (goodwill)

Franchise costs and deferred charges less accumulated amortization

Total other assets

Total Assets

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## BALANCE SHEET (continued)

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

LIABILITIES AND OWNER'S EQUITYCurrent Liabilities

Accounts payable  
 Accrued expenses and miscella-  
 neous liabilities  
 Customer deposits and prepayments

Total Current Liabilities

Notes payable to outsider  
 Notes payable to Parent Company

OWNER'S EQUITY

Retained earnings and paid in  
 capital  
 Original equity

Total equity

Total Liabilities and Owner's Equity

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## BALANCE SHEET (continued)

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

LIABILITIES AND OWNER'S EQUITYCurrent Liabilities

Accounts payable

Accrued expenses and miscella-  
neous liabilities

Customer deposits and prepayments

Total Current Liabilities

Notes payable to outsider

Notes payable to Parent Company

OWNER'S EQUITYRetained earnings and paid in  
capital

Original equity

Total equity

Total Liabilities and Owner's Equity

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SOURCES AND USES OF FUNDS STATEMENT

PRO FORMA PROJECTIONS				
YEAR				
1985	1986	1987	1988	1989

Funds Provided By

Beginning cash balance  
 New equity funds contributed  
 Additional Borrowings  
 Revenue collected

Total funds provided

Funds Used For

Capital expenditures  
 Operating expenses  
 Interest payment  
 Repayment of debt  
 Dividends & other uses  
 (specify)

Total funds used

Ending Cash Balance

Interest Rates

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SOURCES AND USES OF FUNDS STATEMENT

PRO FORMA PROJECTIONS				
YEAR				
1990	1991	1992	1993	1994

Funds Provided By

Beginning cash balance  
 New equity funds contributed  
 Additional Borrowings  
 Revenue collected  
  
 Total funds provided

Funds Used For

Capital expenditures  
 Operating expenses  
 Interest payment  
 Repayment of debt  
 Dividends & other uses  
 (specify)  
  
 Total funds used

Ending Cash Balance

Interest Rates

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MISCELLANEOUS INFORMATION

A. Supply all applicable notes (accounting) to financial statements.

B. Supply all audited annual financial statements.

Under each category below, specify actual titles of anticipated personnel (e.g., system manager under General & Administrative; access coordinator under Origination; etc.). In the parentheses ( ), indicate the equivalent number of full-time employees for each category (e.g., an entry might appear as \$97,500 (7)--indicating seven employees receiving a total of \$97,500 in that particular year).

					FORECAST RESULTS			
					YEAR			
					1985	1986	1987	1988
<b>A. Plant</b>								
	1.							
	2.							
	3.							
	4.							
	5.							
<b>B. Local Programming</b>								
Local Origination								
	1.							
	2.							
	3.							
	4.							
	5.							
Access								
	1.							
	2.							
	3.							
	4.							
	5.							
<b>C. Institutional</b>								
	1.							
	2.							
	3.							
	4.							
	5.							
<b>D. General and Administrative</b>								
	1.							
	2.							
	3.							
	4.							
	5.							
<b>E. Other</b>								
	1.							
	2.							
	TOTAL							

TECHNICAL INFORMATION FORMS  
SYSTEM CONSTRUCTION, CAPACITY  
AND DESIGN

INITIAL SERVICE AREA AND LINE EXTENSIONS

1. Attach as an appendix to this application a map indicating the boundaries of the service area to be constructed in each year of construction.\* Applicant must specifically show any areas within the city that will not be initially served, and propose a line extension policy under which initially unserved areas would be built.

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\*Year 1 begins on the effective date of the franchise renewal.

CONSTRUCTION SCHEDULE BY MILEAGE  
(Basic Subscriber Network Only)

Category	Year 1	Year 2
a. Aerial plant miles		
b. Underground plant miles with conduit		
c. Underground plant miles w/o conduit		
d. Total plant miles (for year specified)		
e. Cumulative plant miles completed (inception to date)		
f. Cumulative percentage completed (inception to date)		

Total Construction Period: \_\_\_\_\_ months from date of franchise grant.

NOTE: Year 1 begins on the effective date of the franchise renewal.

## CONSTRUCTION PRACTICES

1. System Construction
  - a. Will construction be undertaken by a turnkey Contractor?  Yes  No
  - b. If "yes:"
    - (1) Has turnkey contractor been selected?\*  Yes  No
    - (2) Who is turnkey contractor? \_\_\_\_\_
2. Discuss availability of work crews and equipment to ensure compliance with construction schedule. Detail outstanding agreements with construction companies or equipment suppliers. Supply copies of any commitments regarding this particular project.
3. Discuss proposed construction standards dealing with safety and reliability. List construction codes that will be followed. Describe planned safety/security provisions for the cable system.

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\*It is expected that the franchisee will submit a copy of the turnkey draft contract to the city prior to execution.

4. List or discuss standards to be followed regarding tower construction, marking and lighting.

5. Do you have a manual of construction practices to be followed by construction crews?

yes  no

If "yes," attach a copy of the manual as an appendix to this application.

6. Detail the basic construction practices that would be followed addressing the areas of continuity of existing service, minimization of neighborhood disruption, communications with the public and transfer to the new system.

CHANNEL CAPACITY AND SYSTEM DESIGN

6. Proposed System Design

Plant Miles

a. Mileage

(1) Subscriber Network--basic subscriber system  
(conform to totals on page 2).

(a) single cable [     ] \_\_\_\_\_

or \_\_\_\_\_

(b) dual cable [     ] \_\_\_\_\_

(2) Other (explain) \_\_\_\_\_

b. Design Type

Briefly describe the type of layout that will be used to provide coverage to the franchise area. Example: "hub system linked by AML, radial trunk layout using a remote headend interconnected to hub by super trunk, dual-trunk, dual-feeder and separate institutional network, each using 300 MHz equipment."

7. Describe distribution system, cable and equipment. Give manufacturer, type and model number for the following.\*

Please Note: If any equipment proposed for use (in this or other sections of Form I) is not presently available for purchase, this fact must be indicated (e.g., converters in development but not yet available). The applicant is also required to clearly differentiate between all equipment that will be purchased for the rebuild versus that existing equipment that will or might be "re-used."

Cable (specify manufacturer and model number for all cable):

Aerial

Buried

Drop

Active Electronics:

Trunk Amplifiers

Bridging Stations

Line Extenders

Power Supplies

Standby Power Systems

Converters

Addressable Taps

Lock-Out Device

Other

Passive Electronics:

Splitters

Power Combiner

Subscriber Taps

Connectors

Other

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\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

8. Will converters be initially provided to all subscribers, for all tiers of basic service?  yes  no

If "yes," explain the type of converter(s) that will be used outlining their basic capabilities/uses (e.g., descrambling, addressable...)

If "no," explain under what condition converters will be made available.

9. Describe plans to operate or contract for transmission services using the following bands:

a. Common Carrier

b. Cable Television Relay Service (CARS)

c. Multipoint Distribution Service (MDS)

d. Other

10. Describe plans to operate or contract for any satellite earth station(s) including appropriate technical specifications (e.g., size of antenna; manufacturer of antenna; low-noise amplifier make, model number and noise figure; receiver make and model number; standby power; etc.)\*

a. Has frequency coordination study been performed?  yes  no

b. Have on-site measurements been made?  yes  no

If "yes," to (a), and/or (b), attach copy(ies) as an appendix to this application.

c. Will earth station(s) be protected by FCC license?  yes  no

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\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

11. SERVICE LEVEL SEPARATION

a. Pay Cable Isolation

Describe design specifications for the delivery of pay cable television, including methods of security (e.g., negative-option or positive-option traps, sync suppression, addressable converters, etc.).

b. Tier Isolation

If more than one basic service tier is to be provided, describe how lower tier subscribers will be isolated from receiving upper tier programming.

12. Describe headend design and reception facilities (including make and model numbers of antennas, signal processors, modulators, demodulators and FM processors).<sup>\*</sup> Indicate whether signal studies or measurement programs have been undertaken in selecting the proposed site(s). Attach as an appendix to this application a summary spectrum utilization chart for each activated cable in the proposed system.

- a. Will HRC or IRC channelization be used?  yes  no  
If "yes" to (a), indicate which type will be used.
- b. Will individual FM radio signal processing be used?  yes  no

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<sup>\*</sup>It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

13. Describe proposed Emergency Alert System including make and model numbers of equipment. Indicate whether system will override all audio and video channels or only audio channels.\* Also indicate how the system will be activated and from where.

14. Describe plans for standby power at the headend, hubs and satellite terminal. Give make and model numbers of equipment as well as time capacity. Indicate whether environmental systems (i.e., air conditioning and lighting) are to be powered during standby conditions.\*

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\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

15. Describe the equipment to be used for programming any automated channels, including make and model numbers.\*

16. Describe any other headend electronic and/or subscriber terminal equipment\* that will be initially installed or offered for immediate installation which will support pay-per-view, home security, energy management, text display, polling or other sophisticated services. Indicate firm dates for the introduction of any services that are described but which are not to be initially available. Itemize any arrangements made or agreements reached that bear directly on the programming sources and/or data bases/software needed in connection with the optional services described in this section of the application.

---

\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

17. Channel Capacity to and from Subscribers (Subscriber Network).\*

a. Downstream:

- (1) Frequency Spectrum \_\_\_\_\_ -MHz
- (2) Channel Capacity \_\_\_\_\_
- (3) Number of channels initially activated\*\* \_\_\_\_\_

b. Upstream:

- (1) Frequency Spectrum \_\_\_\_\_ - MHz
- (2) Channel Capacity \_\_\_\_\_
- (3) Will the amplifier hardware needed for upstream capacity be initially installed throughout the subscriber network?      Yes    No
- (4) If "no," will the hardware be initially installed along any portion of the subscriber network?      Yes    No

c. If "yes" to either of the above questions, state how many channels will be initially activated for video or for data use, and indicate what equipment will be provided at the headend to activate these channels. Also discuss any provisions made to circumvent unwanted signal ingress (noise) in the upstream path.

---

\*If more than one cable, indicate spectrum and capacity of each and provide totals.

\*\*"Activated" in this context means complete with modulators or other equipment ready for use but not necessarily assigned to a service.

17. Channel capacity to and from subscribers--Subscriber Network (continued)

d. If upstream capacity will not be made available initially, indicate when or under what circumstances this capacity would be provided in the future.

e. Justify the capacities proposed for both upstream and downstream use in terms of projected service demand.

17. Channel capacity to and from subscribers--Subscriber Network (continued)

- f. Are specific frequencies allocated for initial, or future institutional use?  yes  no

If "yes," detail allocated frequencies and discuss any other provisions made, e.g., headend equipment, terminal equipment, institutions to be served, staff support...

- g. Discuss expansion capability with regard both to the short-term and the long-term, including specific references to the degree of flexibility for adapting the proposed system to increasing or changing capacity requirements.

## 18. System Interconnection between headend and hubs:

## a. Microwave

(1) Describe the type of microwave\* and indicate whether spectrum availabilities have been determined to support the use of this equipment.

(2) Number of channels:

(a) Downstream: \_\_\_\_\_ (b) Upstream: \_\_\_\_\_

(3) Frequency spectrum: \_\_\_\_\_ -MHz

(4) Estimated Power: \_\_\_\_\_

## b. Cable

(1) Describe the size and type of trunk cable (list make and model number):\*

---

\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

18. System Interconnection (continued)

b. Cable (continued)

(2) List interconnection equipment (amplifiers, etc.), giving make and model number.\* Indicate modulation technique to be used.

(3) Frequency Spectrum (if more than one cable, list for each cable):

(i) Downstream \_\_\_\_\_ channels \_\_\_\_\_ -MHz

(ii) Upstream \_\_\_\_\_ channels \_\_\_\_\_ -MHz

(4) Initial Activation:

(i) Downstream \_\_\_\_\_ channels

(ii) Upstream \_\_\_\_\_ channels

---

\* It will be presumed that equipment described or its equivalent will be used in actual construction. as an alternative, applicant may provide detailed specifications for such equipment.

19. Amplifier Cascade

Provide the following information for the longest expected amplifier cascade in the proposed system:

Feet of cable in longest trunk?	_____
Number of amplifiers in this trunk?	_____
How many of these will have AGC?	_____
Type and size of cable?	_____
Feet of cable in distribution feeder?	_____
Number of cascaded line extenders?	_____
How many of these will have AGC?	_____
Type and size of cable?	_____

20. Design Levels

What will the design input and output levels and tilts be on the distribution system amplifiers?

- a. Trunk amplifiers:    Input \_\_\_\_\_ dBmV    Output \_\_\_\_\_ dBmV    Tilt \_\_\_\_\_ dB
- b. Bridger amplifiers:    Input \_\_\_\_\_ dBmV    Output \_\_\_\_\_ dBmV    Tilt \_\_\_\_\_ dB
- c. Line extenders:        Input \_\_\_\_\_ dBmV    Output \_\_\_\_\_ dBmV    Tilt \_\_\_\_\_ dB

What will the minimum design level be at a subscriber's terminal from the drop?

21. Technical Standards

List the key system technical performance standards which will be met by the proposed cable television system. Provide calculations supporting these specifications associated with the following transmission paths.

- a. Worst-case satellite received signal at cable system input at headend.

Carrier-to-noise ratio \_\_\_\_\_

- b. Worst-case off-air TV signal at cable system input at headend.

Carrier-to-noise ratio \_\_\_\_\_

- c. System interconnection, if specified in Question 18 of this Section.

Carrier-to-noise ratio \_\_\_\_\_

Composite triple beat ratio \_\_\_\_\_

Cross modulation \_\_\_\_\_

If microwave is proposed for this interconnection state the design minimum carrier-to-noise ratio and the fade margin and reliability for this level.

- d. Longest trunk and distribution feeder, as specified above, to furthest subscriber.

(1) Carrier-to-noise ratio \_\_\_\_\_

(2) Composite triple beat \_\_\_\_\_

(3) Cross modulation \_\_\_\_\_

- e. Worst-case furthest institutional originator to furthest subscriber including upstream path, downstream distribution system and longest super trunk effects).

(1) Carrier-to-noise ratio \_\_\_\_\_

21. Technical Standards (continued)

- f. Worst-case satellite received signal to furthest subscriber (including downstream distribution system and system interconnection, if needed) at the subscriber tap.

Carrier-to-noise ratio \_\_\_\_\_

Composite triple beat \_\_\_\_\_

- g. Worst-case off-air TV signal to furthest subscriber (including downstream distribution system and system interconnection, if needed) at the subscriber tap.

Carrier-to-noise ratio \_\_\_\_\_

Composite triple beat \_\_\_\_\_

- h. Worst-case furthest institutional originator to furthest subscriber (including upstream path, downstream distribution system and system interconnect, if needed) at the subscriber tap.

Carrier-to-noise ratio \_\_\_\_\_

Composite triple beat \_\_\_\_\_

The applicant certifies and guarantees that these freely offered technical standards are within the financial capability of the proposed system as demonstrated on the pro forma statements and will be delivered to the system.

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

## 22. Performance Tests

Describe procedures for initial proof of performance tests and ongoing performance tests including number and general location of test points. Describe the test equipment to be used; method and frequency of test equipment calibration; and forms and method of recording field data and permanent recordkeeping.

## 23. System Maintenance

Describe procedures for routine preventive maintenance, including type and frequency of system inspection and testing, procedures for recordkeeping and regular internal reporting, number and qualifications of technical staff, and service facilities.

24. Is status monitoring of system to be employed?     yes     no

    If "yes," describe in detail the status-monitoring system you plan to use.\*

25. Is full-time radiation (signal leakage) monitoring of the system to be done?

    If "yes," describe in detail the equipment to be used.\*

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\*It will be presumed that equipment described or its equivalent will be used in actual construction. As an alternative, applicant may provide detailed specifications for such equipment.

**26. Customer Complaint Policies**

Discuss procedures for responding to and resolving customer complaints. Give maximum response time for responding to and resolving customer complaints received during normal business hours, after hours, weekends and holidays. Indicate how subscribers will file trouble reports during office hours, after hours and on weekends, and how the company will record and use such information, e.g., from dispatch records to service call summary reports. Will answering services or automatic answering machines be used at any time?

27. System Map

Attach, as appendix to this application, a map indicating estimated locations of headend, tower and antenna, hubs, studio, microwave facilities and earth station(s).

28. Attach, as appendix to this application, a headend block diagram showing all major components. Provide separate illustrations for master headend, slave headends, hubs, etc., as may be needed to describe the facilities to be provided.

SERVICES INFORMATION FORMS

A. SUMMARY OF CHANNEL ALLOCATIONS

1. Please list, identify, and briefly describe the designated allocation of each channel on the proposed system (e.g., KXYZ, ch 7, (ABC), Reno, NE; Public Access/Community Bulletin Board; ESPN-Sports). Be sure to identify all services which may share one channel.

Separately identify each basic tier of service and premium services.

a. Basic Services

Service Tier \_\_\_\_\_

Cable Channel Number

Programming Service(s)



SUMMARY OF CHANNEL ALLOCATIONS (continued)

a. Basic Services (continued)

Service Tier \_\_\_\_\_

<u>Cable Channel Number</u>	<u>Programming Service(s)</u>

b. Premium Services

Please list and identify each premium service and service level subscription required for access to premium services.

<u>Cable Channel Number</u>	<u>Programming Service</u>	<u>Service Tier Prerequisite</u>







SUMMARY OF CHANNEL ALLOCATIONS (continued)

3. Local Origination and Access Channels (continued)

b. Please identify and list all proposed access channels. Please include all services, including automated bulletin boards, which are anticipated on each channel.

Cable Channel Number

Programming Service(s)



SUMMARY OF CHANNEL ALLOCATIONS (continued)

4. Audio Services

Please list and identify all Broadcast (AM, FM, Shortwave, etc.), Satellite Simulcast, Pay Service Simulcast and other Cable Radio Services to be provided on the proposed system. Please separately identify any "tiers" of service to be offered.

Check:

- Are FM signals:  FM allband?
- individually processed?

<u>Service/Call Letters</u>	<u>Source/City</u>



B. LOCAL ORIGATION AND ACCESS FACILITIES AND EQUIPMENT

1. Inventory of Current Facilities

Please provide a list of all production facilities and equipment currently available. Include make and model number. Please identify separately which equipment is used:

- a. Exclusively for Local Origination.
- b. Exclusively for Access.
- c. Shared use for LO and Access.

## B. LOCAL ORIGATION AND ACCESS FACILITIES AND EQUIPMENT (continued)

2. Proposed Facilities

Please list and describe all studio facilities and equipment which will be provided for local program production. Although facilities may be available to all classes of users, please note that access studios and equipment (listed on next page) are to be proposed for priority use of access channel users, and should exclude any facilities or equipment listed on page 1.

Please indicate location of production facilities and list make, model number and your approximate cost for each piece or grouping of equipment.

## a. Local Origination Studio

- o Location (approximate): \_\_\_\_\_  
\_\_\_\_\_
- o Size (approximate): \_\_\_\_\_
- o Will this facility also be available to access producers?  yes  no

b. Proposed Local Origination Equipment List (provide make, model number and your approximate cost for each piece or grouping of equipment\*). Do not include equipment available to access channel users on an exclusive or priority basis.

(1) Will this equipment also be available for access use:

yes  no

\*It will be presumed that equipment described or its equivalent will be provided. As an alternative, applicant may provide detailed specifications for such equipment.

## B. LOCAL ORIGATION AND ACCESS FACILITIES AND EQUIPMENT (continued)

3. Proposed Facilities

Please describe production facilities and list equipment, if any, that will be available to access channel users on an exclusive or priority basis. Do not include local origination equipment listed in response to Question 1 (inventory) or Question 2 (Local Origination).

Please refer to Instructions for the City's required equipment for PEG access.

## a. Access Studios:

o Locations (approximate): \_\_\_\_\_  
\_\_\_\_\_

o Size (approximate): \_\_\_\_\_

b. List access equipment and facilities that will be made available to access channel users on an exclusive or priority basis (provide make and model number and your cost).\*

\*It will be presumed that equipment described or its equivalent will be provided.

C. SUPPORT FOR LOCAL ORIGINATION AND ACCESS PROGRAMMING\*

1. Operating Budget (include only salaries, benefits, maintenance of production equipment, tape and film stock, miscellaneous supplies and promotion):

This should be consistent with origination line items provided in the financial pro forma.

	<u>L/O</u>	<u>Access</u>	<u>L/O</u>	<u>Access</u>
a. First year	_____	_____	_____	_____
b. Third year	_____	_____	_____	_____
c. Fifth year	_____	_____	_____	_____
d. Tenth year	_____	_____	_____	_____

2. Staff Commitment:	Full-time		Part-time	
	<u>L/O</u>	<u>Access</u>	<u>L/O</u>	<u>Access</u>
a. First year	_____	_____	_____	_____
b. Third year	_____	_____	_____	_____
c. Fifth year	_____	_____	_____	_____
d. Tenth year	_____	_____	_____	_____

3. How many part-time positions equal one full person year? \_\_\_\_\_

4. Approximately how many hours per week of local origination programming will be presented by system operator? Do not include automated programming, access programming, pay programming or programming received via satellite. Also, do not include repeat showings of a particular program.

a. Programming produced locally by operator	_____ hrs./week
b. Programming obtained from other sources	_____ hrs./week
TOTAL	_____ hrs./week

5. What percentage of operating budget listed above will be allocated to access channel production assistance?

\_\_\_\_\_ percent

6. Discuss local programming philosophy specifically describing plans and objectives for access and local origination. Include the names of organizations and individuals contacted by the applicant to assess local needs and desires. Include descriptions of current or past local programming.

\*This specifically excludes programming obtained via satellite.

## D. ACCESS CHANNELS AND ADMINISTRATION

1. Please attach a complete set of rules and procedures for the operation of public, educational, government and leased access channels. The rules must describe:

- o availability of channels to various users;
- o availability of equipment and rules governing use of equipment;
- o scheduling procedures for reserving equipment and channel time;
- o any rates to be charged, including deposits;
- o copies of contract forms and application forms; and
- o availability of production assistance, etc.

RATE INFORMATION FORMS

A. PROPOSED RATES (Please List)

	MONTHLY RATES		INSTALLATION RATES	
	1st Outlet	Each Additional Outlet	1st Outlet	Each Additional Outlet
<p>1. <u>Basic Services</u> (list each tier separately)</p>				
<p>2. <u>Premium Services</u></p>				
<p>3. <u>Other Rates</u> (if applicable)</p> <p>FM Services                      Converter Rental                      Converter Deposit                      Parental Lockout Device                      Program Guide                      Other (specify)</p> <p>_____</p> <p>_____</p> <p>_____</p>				

-continued-

A. PROPOSED RATES (Please List)

	MONTHLY RATES		INSTALLATION RATES	
	1st Outlet	Each Additional Outlet	1st Outlet	Each Additional Outlet
4. <u>Discount Packages</u> (detail all services included)				

-continued-

OTHER RATES (continued)

5. Studio and Equipment Usage

Describe studio and equipment usage rates for commercial and noncommercial users. Include rates for such services as studio production time, remote production time, supervision and instruction, leased channel costs, system playback costs, and editing costs.

6. Institutional Network

List below any proposed rate schedule for institutional network including:

- a. commercial and noncommercial rates for video, audio and data uses;
- b. installation charges;
- c. rates for terminal equipment including installation, use, deposits, etc.; and
- d. any other rates relating to the institutional networks.

7. Service to Governmental and Educational Facilities

a. Installation Fees:

(1) One cable outlet (per facility) \$ \_\_\_\_\_

(2) More than one outlet (per facility) \$ \_\_\_\_\_

b. Monthly Rate \$ \_\_\_\_\_

8. Advertising

Describe on separate page all proposed advertising policies.

9. Other Rates or Policies Not Mentioned Above.