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REMARKS BY SENATOR HUBERT H. HUMPHREY  
(D-MINNESOTA)  
NCTA LEGISLATIVE CONFERENCE, MONDAY,  
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WASHINGTON, D. C.

CABLE TELEVISION IS PROBABLY THE  
MOST EXCITING AND FASCINATING COMMUNICATIONS  
MEDIUM IN AMERICA TODAY. I'VE WATCHED IT  
GROW FROM A SIMPLE ANTENNA PLACED HIGH  
ON A HILL TO PROVIDE IMPROVED TV RECEPTION,  
INTO A MAJOR MEDIUM IN ITS OWN RIGHT --  
ORIGINATING PROGRAMMING, COVERING LOCAL  
NEWS AND PUBLIC AFFAIRS AND OPENING UP  
NEW COMMUNICATIONS CHANNELS FOR THE PUBLIC  
TO USE.

I'VE HEARD ABOUT THE NEW TWO-WAY  
COMMUNICATIONS USES OF CABLE TV -- SUCH  
AS MEDICAL SERVICES, SHOPPING AND BANKING  
FROM HOME AND FIRE AND BURGLAR ALARM  
SYSTEMS. IN JUST A FEW YEARS, DOMESTIC  
SATELLITES WILL BE IN PLACE, EXPANDING

EVEN MORE THE CAPABILITIES OF CABLE FOR SERVING SPECIALIZED AUDIENCES WITH SPECIALIZED PROGRAMMING. I'VE ALSO HEARD ABOUT PAY-TV ON CABLE WHERE THE VIEWER CAN PAY A PREMIUM TO WATCH MOVIES OR SPORTS ATTRACTIONS WITHOUT THE INTERRUPTION OF COMMERCIALS.

✓ <sup>or</sup> ONE AREA OF CABLE TV IS OF PARTICULAR INTEREST TO ME -- THAT IS POLITICAL CABLE CASTING. ~~AS A CANDIDATE FOR PUBLIC OFFICE,~~ CABLE OFFERS AN ATTRACTIVE ALTERNATIVE TO EXPENSIVE OVER THE AIR BROADCAST TIME.

✓ AS YOU WIRE MORE AND MORE HOMES, AND GROW WELL BEYOND YOUR PRESENT TEN PERCENT SHARE OF TV HOMES, I BELIEVE MORE AND MORE CANDIDATES WILL BE LOOKING TOWARD CABLE TV AS THEIR PRIMARY VISUAL MEDIUM FOR CAMPAIGN MESSAGES.

INDEED, THE POTENTIAL FOR SERVICE TO THE PUBLIC VIA CABLE IS FANTASTIC -- THE LIMITATIONS, AS I UNDERSTAND THEM, ARE THE LIMITATIONS OF HUMAN IMAGINATION.

THIS IS WHAT MAKES CABLE UNIQUE IN THE FIELD OF COMMUNICATIONS; THIS IS ALSO WHAT MAKES CABLE PROBABLY THE LAST HOPE OF DEVELOPING A SANE AND RATIONAL COMMUNICATIONS SYSTEM FOR THIS COUNTRY, WHICH WILL NOT ONLY SERVE THE "COMMUNICATIONS NEEDS" OF THE PUBLIC BUT ALSO WILL ALLOW THE PUBLIC TO PARTICIPATE AS NO OTHER MEDIUM CAN OR HAS UNTIL NOW.

POTENTIAL SERVICES AND FANTASTIC POSSIBILITIES ARE ONE THING -- DELIVERING ON THAT POTENTIAL IS ANOTHER. FROM WHAT I HAVE SEEN, THE CABLE TELEVISION INDUSTRY IS MADE UP, ON THE MOST PART, OF INNOVATIVE

AND COURAGEOUS ENTREPRENEURS LIKE YOU,  
WHO TOOK AN IDEA, PUT IT TO USE AND MADE  
IT PAY OFF. (AND, I BELIEVE YOU CAN DO THE  
SAME THING WITH ALL THESE NEW SERVICES.

(WHEN YOU OFFER A VIABLE ALTERNATIVE TO  
TODAY'S TELEVISION FARE, THE VIEWING  
PUBLIC WILL BEAT A STEADY PATH TO YOUR  
CABLE. (I URGE YOU TO OFFER THE PUBLIC  
THAT CHOICE. (I'M SURE YOU WILL NOT BE  
DISAPPOINTED IN THE RESPONSE.

(WE HERE IN WASHINGTON LOOK TO YOU  
AS BUSINESSMEN TO RECOGNIZE THE VALUE OF  
DEVELOPING SUCH SERVICES. (WITHOUT THAT  
DEVELOPMENT, CABLE TV WILL REMAIN  
ESSENTIALLY A RECEPTION SERVICE AND WILL  
FIND IT VERY DIFFICULT TO EXPAND INTO  
THE MAJOR MARKETS. (YOU WILL FIND IT VERY

*as I see it,*

CABLE TELEVISION SYSTEMS ARE MORE THAN AN

ORDINARY UTILITY. THEY ARE A VITAL PUBLIC SERVICE.

I BELIEVE YOU WILL HAVE TO BRING TO BEAR ALL OF YOUR

INNOVATIVE AND CREATIVE TALENTS IN OPERATING AND EXPAND-

ING YOUR SYSTEMS IN ORDER THAT THE PUBLIC IS FULLY

SERVED. I IN THE ABSENCE OF THAT, THERE WILL BE A

TEMPTATION ON THE PART OF MUNICIPAL GOVERNMENT TO

OWN AND OPERATE CABLE TELEVISION.

I IN THIS CONNECTION, I MUST CAUTION MY FRIENDS

IN MUNICIPAL GOVERNMENT THAT CABLE TELEVISION IS

DEFINITELY NOT JUST ANOTHER UTILITY.

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< INTRODUCING GOVERNMENT OWNERSHIP OF A COMMUNI-  
CATIONS MEDIA IS A VERY SERIOUS MATTER BECAUSE IT IS  
FRAUGHT WITH PROBLEMS FOREMOST OF WHICH ARE FREEDOM  
OF SPEECH AND CENSORSHIP.

~~AS ENTREPRENEUR BUSINESSMEN, YOU WILL NOT  
BE SUCCESSFUL UNLESS YOU FILL A NEED,  
SUPPLY A SERVICE THAT IS IN DEMAND. I  
BELIEVE THE NEED IS THERE AND THE DEMAND  
FOR YOUR SERVICES WILL BE TREMENDOUS --  
ONCE YOU SUPPLY THEM.~~

WE ALL LOOK FORWARD TO THE DAY WHEN  
ALL THE MAJOR MARKETS HAVE CABLE SERVICE.  
THAT HAS BEEN THE CONTEXT OF THIS  
DISCUSSION UP TO THIS POINT. BUT THERE IS  
ANOTHER LARGE SEGMENT OF AMERICAN SOCIETY  
THAT NO LESS DESERVES THE OPPORTUNITY TO  
JOIN IN THE MAINSTREAM OF COMMUNICATIONS  
SERVICE — IT IS A SEGMENT OF SOCIETY THAT  
I'M AFRAID WE OFTENTIMES IGNORE -- THE  
RURAL AMERICAN.



AS AMERICA MOVES FROM AN INDUSTRIAL SOCIETY TOWARD A MORE SERVICE-ORIENTED SOCIETY, COMMUNICATIONS IS BEING RECOGNIZED AS PERHAPS THE MOST CRITICAL FACTOR.

WITHOUT A BASIC COMMUNICATIONS SYSTEM THAT SERVES ALL OF SOCIETY, MANY PEOPLE WILL BE LEFT OUT OF THE ACTION. THEIR LOT WILL BE INFERIOR SERVICES IN THE AREAS OF HEALTH, EDUCATION, ENTERTAINMENT, BUSINESS OPPORTUNITIES AND EMPLOYMENT. RURAL AMERICANS WILL BE LIMITED IN WHAT THEY CAN ACCOMPLISH -- THEY WILL BE DENIED EQUAL ACCESS TO AND EQUITY OF GOVERNMENT SERVICES.

IN BOTH THE SENATE AND THE HOUSE, BILLS HAVE BEEN INTRODUCED TO PROVIDE FOR LOW COST LOANS TO CABLE SYSTEMS TO ALLOW THEM TO PROFITABLY WIRE THE RURAL AREAS OF THIS NATION. SENATOR GRAVEL'S BILL



RIA  
TFA  
AND CONGRESSMAN TIERNAN'S WOULD AMEND THE  
COMMUNICATIONS ACT OF 1934 TO PROVIDE AN  
INCENTIVE TO A CABLE OPERATOR TO EXTEND  
HIS CABLE LINES INTO SPARSELY POPULATED  
AREAS WITH A LOW DENSITY OF HOMES PER MILE.  
THESE ARE FINE AS FAR AS THEY GO, BUT THEY  
ARE LIMITED TO CABLE. WHAT I AM WORKING  
TOWARD IS A LARGER SCALE EFFORT, IN WHICH  
CABLE PLAYS AN IMPORTANT PART, BUT AN  
EFFORT THAT IS BROADER IN SCOPE.

WE AS A NATION HAVE TO RECOGNIZE THE  
NEED FOR A MORE BALANCED NATIONAL GROWTH  
AND DEVELOPMENT THAT ISOLATES NO ONE  
SEGMENT OF SOCIETY IN FAVOR OF ANOTHER.

I AM NOW CIRCULATING FOR COMMENT A DRAFT  
OF A BILL *entitled the Balanced National Growth and Development Act*  
THAT WOULD PROVIDE FOR NEW  
INSTITUTIONS AND INSTITUTIONAL ADJUSTMENTS

TO DEVELOP THE POTENTIAL FOR ACCELERATED  
PLANNED GROWTH IN AMERICA. THIS IS A GOAL  
OF CONGRESS -- TO ENSURE THAT EVERYONE  
HAS A PIECE OF THE ACTION, THAT EVERYONE  
HAS EQUAL ACCESS TO GOVERNMENT SERVICES  
AND EQUAL TREATMENT BEFORE THE FEDERAL  
AGENCIES.

THE PROPOSED BALANCED NATIONAL GROWTH  
AND DEVELOPMENT ACT OF 1973 WAS GENERATED  
AS A RESULT OF DISAPPOINTMENTS WITH THE  
PERFORMANCE OF THIS ADMINISTRATION NOW IN  
OFFICE. APPROPRIATION REQUESTS FOR FUNDING  
GRANTS AND LOANS FOR RURAL DEVELOPMENT  
WERE DISGRACEFULLY LOW, AND THE NEED FOR  
RURAL DEVELOPMENT IS CRITICALLY HIGH.

AN EXTREMELY IMPORTANT PART OF ~~RURAL~~ <sup>NATIONAL</sup>  
DEVELOPMENT IS EXPANSION AND GROWTH OF  
CHANNELS OF COMMUNICATION. MY BILL WOULD

PROVIDE FOR -- AMONG OTHER THINGS -- A BROADBAND COMMUNICATIONS NETWORK THAT WOULD INCLUDE BUT NOT BE LIMITED TO CABLE TELEVISION AS WE KNOW IT TODAY.

SUCH A NETWORK, USING COMPUTERS AND TWO-WAY VOICE AND VIDEO COMMUNICATIONS, CAN MEAN IMMEDIATE MEDICAL SERVICES IN TOWNS THAT NOW HAVE NO DOCTOR -- IT CAN MEAN ACCESS TO COMPUTER TIME FOR A SMALL TOWN BUSINESSMAN -- AND IT CAN PROVIDE A LOCAL TELEVISION STUDIO FOR RESIDENTS WHO MAY NOT HAVE HAD TV RECEPTION, LET ALONE A STUDIO UP TO NOW. +

YOUR INDUSTRY HAS PLAYED AN IMPORTANT ROLE IN DEVELOPING THESE CONCEPTS AND SERVICES. YOU CAN ALSO PLAY AN IMPORTANT ROLE IN THE FUTURE BY BRINGING EQUAL COMMUNICATIONS OPPORTUNITIES TO ALL

AMERICANS. WORKING TOGETHER WE CAN REALIZE  
THE LARGER GOAL OF OPENING THE MAINSTREAM  
OF SOCIETY TO ALL AMERICANS BY WORKING AT  
THE SMALLER GOALS ONE DAY AT A TIME.  
REMEMBER, TODAY IS THE FIRST DAY OF THE  
REST OF YOUR LIFE. DON'T WASTE IT.

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