

REMARKS BY SENATOR HUBERT H. HUMPHREY
MINNESOTA CABLE COMMUNICATION ASSOCIATION

Minneapolis, Minnesota

March 14, 1975

I'd like to take this opportunity to say how pleased I am to be able to be here today. It's a pleasure to address this distinguished and concerned group of people who are making such a positive effort to attack the problem of improving communications, particularly in our outlying communities.

Seminars such as this should be encouraged. For it is when people from various levels of government, industry, and the consuming public get together and exchange their ideas that each gains a better understanding of the other's goals and better solutions are found.

Your deliberations today are centered around one of the most influential and exciting developments in communications -- television. As of 1973, 97 percent of the households in the United States had at least one television set and many had more. Average viewing time on these sets was 7 hours per day.

It goes without saying that commercial television is almost universally adopted as an entertainment medium by the general public. But more importantly, broadcast television has become a major source of news and information for large segments of the population.

For example, a 1973 Harris poll commissioned by the Senate Subcommittee on Intergovernmental Relations found that more people -- 65 percent -- rely on television than on any other medium as their principal source of information about government and politics.

The advent of communications satellites has been another step in bringing the news of one nation to the people of another. We saw man land on the moon; we saw a royal wedding, we experienced the sadness of tragedy and death; we enjoyed the sights of Peking.

Television has virtually changed our lives as Americans. It has broadened our horizons. It teaches, it entertains, it informs.

But in the midst of all this achievement, adequate television service to many of our nation's rural areas simply does not exist. The distribution of commercial broadcast service in rural areas is limited by various technological and economic constraints resulting from extensive transmission distances and low population densities. And it is here that cable television can help to make rural America a better place in which to live and work.

A recent study has revealed that more than one million of the nation's households receive inadequate television service because they are located beyond the limits of even the closest stations, have no cable television system, and are not served by a station relaying signals from relatively close television stations.

Added to the one million households with inadequate television service are almost 6 million more households which receive fewer than 3 channels, while 22 million receive fewer than 5 channels. It is this phenomenon I would like to talk about today.

What does inadequate television service mean to people in remote areas? It means that many Americans lose a great opportunity to be "tuned in" to the social, economic, and political events of our nation and the world.

Unlike you and I, many Americans in remote areas -- including some areas in Minnesota -- are unable to see the events of the day summarized; they are less than fully informed on not only the major issues that face the nation but also on events which may affect their harvest. Long range weather forecasts, information on foreign markets for their goods, and changing financial conditions vitally affect rural America.

Children in these remote areas are denied the educational aspects of television.

I think people in the remote Minnesota towns such as Bagley and Leonard have a right to be able to travel the world, visit a national park, explore Antarctica, watch the artists of the great ballet companies of the world, thrill to a touchdown pass by Fran Tarkenton in the last seconds of a game.

Our rural areas are vital to our national well-being.

Yet, we must face up to the fact that in order to maintain a viable growing rural economy we must reach out to include rural America in the mainstream of American life. Communication, particularly television, serves as an effective instrument in providing health, education, social and entertainment services to sparsely settled and remote areas without adverse effects on the beneficial aspects of rural life.

With cable television we have within our grasp a means of providing the citizens of rural America with ready access to events their urban neighbors take for granted.

The technology currently exists which can provide at least 3 channels of service to all but 150,000 families in the U.S. -- those in extremely remote areas -- for an initial capital investment of 128 to 153 million dollars for a combination of relay and cable television systems. These same families could receive 5 channels for 272 to 336 million dollars.

I realize that there are many questions and problems involved in a goal such as this. There's the regulatory issue; there are legal questions. But that's one of the reasons we're here today. And it's through the concerted efforts of all of us that we can solve these problems.

Consider if you will a parallel situation -- the electrification of rural America. It took a massive effort by many people from all levels of government, industry and the American public to bring this vital commodity to rural America. Now I ask you, is the life of the mind and the sense of full participation in the American way of life any less important than running our electric can openers?

A balanced, integrated growth and economic development of rural America is vital to our nation as a whole. We are discovering that many of our policies have been focusing solely on urban problems. Yet we must develop a more equitable distribution of opportunities and services if we want to make rural America a better place in which to live and work.

Today's seminar, bringing together the regulatory groups, representatives of the communications industry, and the citizens whom this service will affect is a good way to start. The first step -- getting together to exchange ideas and objectives -- fosters understanding of each other's problems and points of view. We're doing that today.

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MINNESOTA CABLE COMMUNICATION ASSOCIATION

MINNEAPOLIS, MINNESOTA

MARCH 14, 1975

Bob Henkley -

David Kinley - Chief Cable T.V. Bureau
F.C.C.

Dick Heneg - Hen ~~off~~
Ch. State Commissioner

Minn Cable T.V.

Started 1950 - Cliff Kroon of Mankato

Rochester system over 17,000 subscribers

Bob Hinckley - President Main Cable
Mike Roberts TV Assoc

I'D LIKE TO TAKE THIS OPPORTUNITY TO SAY HOW PLEASED I
AM TO BE ABLE TO BE HERE TODAY. IT'S A PLEASURE TO ADDRESS THIS
DISTINGUISHED AND CONCERNED GROUP OF PEOPLE WHO ARE MAKING SUCH
A POSITIVE EFFORT TO ATTACK THE PROBLEM OF IMPROVING COMMUNICATIONS,
PARTICULARLY IN OUR OUTLYING COMMUNITIES.

SEMINARS SUCH AS THIS SHOULD BE ENCOURAGED. FOR IT IS WHEN
PEOPLE FROM VARIOUS LEVELS OF GOVERNMENT, INDUSTRY, AND THE
CONSUMING PUBLIC GET TOGETHER AND EXCHANGE THEIR IDEAS THAT EACH
GAINS A BETTER UNDERSTANDING OF THE OTHER'S GOALS AND BETTER
SOLUTIONS ARE FOUND.

Mike Roberts representing
Main Cable Communication Assoc

YOUR DELIBERATIONS TODAY ARE CENTERED AROUND ONE OF THE MOST
INFLUENTIAL AND EXCITING DEVELOPMENTS IN COMMUNICATIONS -- TELEVISION

Main Cable T.V. 45 Companies & Communities
96 Communities in Main with Cable T.V.
all out state - Kept St. L. Park, Frydley, Bloomington
Lakeville, Farmington, Apple Valley, Rollinsford

As of 1973, 97 percent of the households in the United States had at least one television set and many had more. Average viewing time on these sets was 7 hours per day.

It goes without saying that commercial television is almost universally adopted as an entertainment medium by the general public. But more importantly, broadcast television has become a major source of news and information for large segments of the population.

For example, a 1973 Harris poll commissioned by the Senate Subcommittee on Intergovernmental Relations found that more people -- 65 percent -- rely on television than on any other medium as their principal source of information about government and politics.

↳ THE ADVENT OF COMMUNICATIONS SATELLITES HAS BEEN ANOTHER
STEP IN BRINGING THE NEWS OF ONE NATION TO THE PEOPLE OF ANOTHER.

↳ WE SAW MAN LAND ON THE MOON; WE SAW A ROYAL WEDDING; WE
EXPERIENCED THE SADNESS OF TRAGEDY AND DEATH; WE ENJOYED THE
SIGHTS OF PEKING and Moscow.

↳ TELEVISION HAS VIRTUALLY CHANGED OUR LIVES AS AMERICANS.
IT HAS BROADENED OUR HORIZONS. IT TEACHES, IT ENTERTAINS, IT
INFORMS — and?, mostly in Metropolitan areas
cable TV.

↳ BUT IN THE MIDST OF ALL THIS ACHIEVEMENT, ADEQUATE TELEVISION
SERVICE TO MANY OF OUR NATION'S RURAL AREAS SIMPLY DOES NOT EXIST.

↳ THE DISTRIBUTION OF COMMERCIAL BROADCAST SERVICE IN RURAL AREAS IS
LIMITED BY VARIOUS TECHNOLOGICAL AND ECONOMIC CONSTRAINTS RESULTING
FROM EXTENSIVE TRANSMISSION DISTANCES AND LOW POPULATION DENSITIES.

In Minn - 63 of 87 Counties have at least
one Cable Television System - West Central
+ Iron Range have greatest number

AND IT IS HERE THAT CABLE TELEVISION CAN HELP TO MAKE RURAL AMERICA
A BETTER PLACE IN WHICH TO LIVE AND WORK.

A RECENT STUDY HAS REVEALED THAT MORE THAN ONE MILLION OF THE
NATION'S HOUSEHOLDS RECEIVE INADEQUATE TELEVISION SERVICE BECAUSE
THEY ARE LOCATED BEYOND THE LIMITS OF EVEN THE CLOSEST STATIONS,

they
HAVE NO CABLE TELEVISION SYSTEM, AND ARE NOT SERVED BY A STATION
RELAYING SIGNALS FROM RELATIVELY CLOSE TELEVISION STATIONS.

ADDED TO THE ONE MILLION HOUSEHOLDS WITH INADEQUATE TELEVISION
SERVICE ARE ALMOST 6 MILLION MORE HOUSEHOLDS WHICH RECEIVE FEWER
THAN 3 CHANNELS, WHILE 22 MILLION RECEIVE FEWER THAN 5 CHANNELS.

IT IS THIS PHENOMENON I WOULD LIKE TO TALK ABOUT TODAY.

~~In Minn~~
National growth rate of Cable T.V. is about 15%
growth in Minn. has dropped sharply
in last 2 years

L WHAT DOES INADEQUATE TELEVISION SERVICE MEAN TO PEOPLE
IN REMOTE AREAS? IT MEANS THAT MANY AMERICANS LOSE A GREAT
OPPORTUNITY TO BE "TUNED IN" TO THE SOCIAL, ECONOMIC, AND
POLITICAL EVENTS OF OUR NATION AND THE WORLD.

L UNLIKE YOU AND I, MANY AMERICANS IN REMOTE AREAS --
INCLUDING SOME AREAS IN MINNESOTA -- ARE UNABLE TO SEE THE EVENTS
OF THE DAY SUMMARIZED; THEY ARE LESS THAN FULLY INFORMED ON
NOT ONLY THE MAJOR ISSUES THAT FACE THE NATION BUT ALSO ON
EVENTS WHICH MAY AFFECT THEIR HARVEST, LONG RANGE WEATHER
FORECASTS, INFORMATION ON FOREIGN MARKETS FOR THEIR GOODS, AND
CHANGING FINANCIAL CONDITIONS, ^{which} VITALLY AFFECT RURAL AMERICA.

In Minn - Cook County receives primarily
Canadian T.V. - Towns like Bagely, Benwick
Northwestern corner of Minn. - Lake of the woods,
Clearwater, Kittson, Marshall counties - No Minn T.V.
Mainly from Dakotas.

CHILDREN IN THESE REMOTE AREAS ARE DENIED THE EDUCATIONAL

+ entertainment
ASPECTS OF TELEVISION,

I THINK PEOPLE IN THE REMOTE MINNESOTA TOWNS SUCH AS *Honeock*

BAGLEY AND LEONARD HAVE A RIGHT TO BE ABLE TO TRAVEL THE WORLD,

VISIT A NATIONAL PARK, EXPLORE ANTARCTICA, WATCH THE ARTISTS OF

THE GREAT BALLET COMPANIES OF THE WORLD, THRILL TO A TOUCHDOWN

PASS BY FRANK TARKENTON IN THE LAST SECONDS OF A GAME.

This we know -

OUR RURAL AREAS ARE VITAL TO OUR NATIONAL WELL-BEING.

(Rural Development)

Lot WE MUST FACE UP TO THE FACT THAT IN ORDER TO MAINTAIN

A VIABLE GROWING *national* ~~national~~ ECONOMY WE MUST REACH OUT TO INCLUDE

RURAL AMERICA IN THE MAINSTREAM OF AMERICAN LIFE.

Rural Development

h COMMUNICATION, PARTICULARLY TELEVISION, SERVES AS AN EFFECTIVE
INSTRUMENT IN PROVIDING HEALTH, EDUCATION, SOCIAL AND ENTERTAINMENT
SERVICES TO SPARSELY SETTLED AND REMOTE AREAS WITHOUT ADVERSE
EFFECTS ON THE BENEFICIAL ASPECTS OF RURAL LIFE.

L WITH CABLE TELEVISION WE HAVE WITHIN OUR GRASP A MEANS
OF PROVIDING THE CITIZENS OF RURAL AMERICA WITH READY ACCESS
TO EVENTS THEIR URBAN NEIGHBORS TAKE FOR GRANTED.

L THE TECHNOLOGY CURRENTLY EXISTS WHICH CAN PROVIDE AT LEAST
3 CHANNELS OF SERVICE TO ALL BUT 150,000 FAMILIES IN THE U.S.
THOSE IN EXTREMELY REMOTE AREAS — FOR AN INITIAL CAPITAL
INVESTMENT OF 128 TO 153 MILLION DOLLARS FOR A COMBINATION OF
RELAY AND CABLE TELEVISION SYSTEMS THESE SAME FAMILIES COULD
RECEIVE 5 CHANNELS FOR 272 TO 336 MILLION DOLLARS.

Copyright law - + Liability - Sup of Rights
March 1974 - that
CATV systems do not violate
Fed. Copyright law when
they pick up signals + beam
them
to distant
markets

-8-

I REALIZE THAT THERE ARE MANY QUESTIONS AND PROBLEMS

INVOLVED IN A GOAL SUCH AS THIS. THERE'S THE REGULATORY ISSUE!

Federal - State
How much +
by whom?

THERE ARE LEGAL QUESTIONS; BUT THAT'S ONE OF THE REASONS WE'RE

HERE TODAY, AND IT'S THROUGH THE CONCERTED EFFORTS OF ALL OF US

THAT WE CAN SOLVE THESE PROBLEMS.

① F.C.C. Ruling on
non-Duplication

CONSIDER IF YOU WILL A PARALLEL SITUATION -- THE

ELECTRIFICATION OF RURAL AMERICA. IT TOOK A MASSIVE EFFORT BY

MANY PEOPLE FROM ALL LEVELS OF GOVERNMENT, INDUSTRY AND THE

AMERICAN PUBLIC TO BRING THIS VITAL COMMODITY TO RURAL AMERICA.

NOW I ASK YOU, IS ~~THE LIFE OF~~ THE MIND AND THE SENSE OF FULL

PARTICIPATION IN THE AMERICAN WAY OF LIFE ANY LESS IMPORTANT

THAN RUNNING OUR ELECTRIC CAN OPENERS?

L A BALANCED, INTEGRATED GROWTH AND ECONOMIC DEVELOPMENT
OF RURAL AMERICA IS VITAL TO OUR NATION AS A WHOLE. WE ARE
DISCOVERING THAT MANY OF OUR POLICIES HAVE BEEN FOCUSING SOLELY
ON URBAN PROBLEMS. L YET, WE MUST DEVELOP A MORE EQUITABLE
DISTRIBUTION OF OPPORTUNITIES AND SERVICES IF WE WANT TO MAKE
RURAL AMERICA A BETTER PLACE IN WHICH TO LIVE AND WORK.

L TODAY'S SEMINAR, BRINGING TOGETHER THE REGULATORY GROUPS,
REPRESENTATIVES OF THE COMMUNICATIONS INDUSTRY, AND THE
CITIZENS WHOM THIS SERVICE WILL AFFECT IS A GOOD WAY TO START.

L THE FIRST STEP -- GETTING TOGETHER TO EXCHANGE IDEAS AND
OBJECTIVES -- FOSTERS UNDERSTANDING OF EACH OTHER'S PROBLEMS
AND POINTS OF VIEW. L WE'RE DOING THAT TODAY.

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