



BY THE PEOPLE--a project designed to catalyse local tv program origination



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Saugerties Area TV Presents First Program

SAUGERTIES

As previously reported in March of this year a group of students from Saugerties High School began an experiment to create a local group in Saugerties. Using portable videotape equipment, which is low-cost (compared to studio TV equipment), and flexible (it is battery run and light enough to carry on your shoulder, with instant picture and sound) the group set out to discover its town. In the few short months the experiment lasted the group covered local events such as the Easter Egg Hunt and the Saugerties Environmental Clean-up Campaign; some local shops such as a bake shop and a barber shop; people on the street; a pottery class; people in their homes.

This coming Thursday evening, July 12 at 7 p.m. on Channel 3, the group which has named itself Saugerties Area Television (SATV), will present a 36 minute edit from the 12 hours of material they gathered. The material will cover some of the highlights of the project.

In the future the group would like to continue to function as Saugerties local TV station and with other interested citizens form an organization which would serve the town through coverage of local news and events, and the creation of

programming which would be both entertaining and educational. In other words, they seek to bring TV to the local level. They hope to draw on the talents of the people of Saugerties to create a television which is personal and human, active and involving to the citizens of Saugerties.

After this first cablecast on Thursday, the group will seek to gather information on the possibilities of doing this on a regular basis.

In order for this project to have taken place it was necessary to borrow the portable videotape equipment from Beryl Korot in Ruby, N.Y. The project was funded by America the Beautiful Fund of New York, and was coordinated by Ms. Korot and Natalie Daley, a social studies teacher at Saugerties High School.

The newly formed group, Saugerties Area Television, is investigating ways in which they can raise money for a portable video unit to be used to serve the people of the town and village. Any people interested in learning more about the plans of the group or in learning more about the plans of the group or in helping out can call Ray Christianna at 246-8321 or Paul Rodriguez or Sheri Vadalma at 246-6178.

Your interest will be welcomed.

The situation for community cable in Saugerties is as follows:

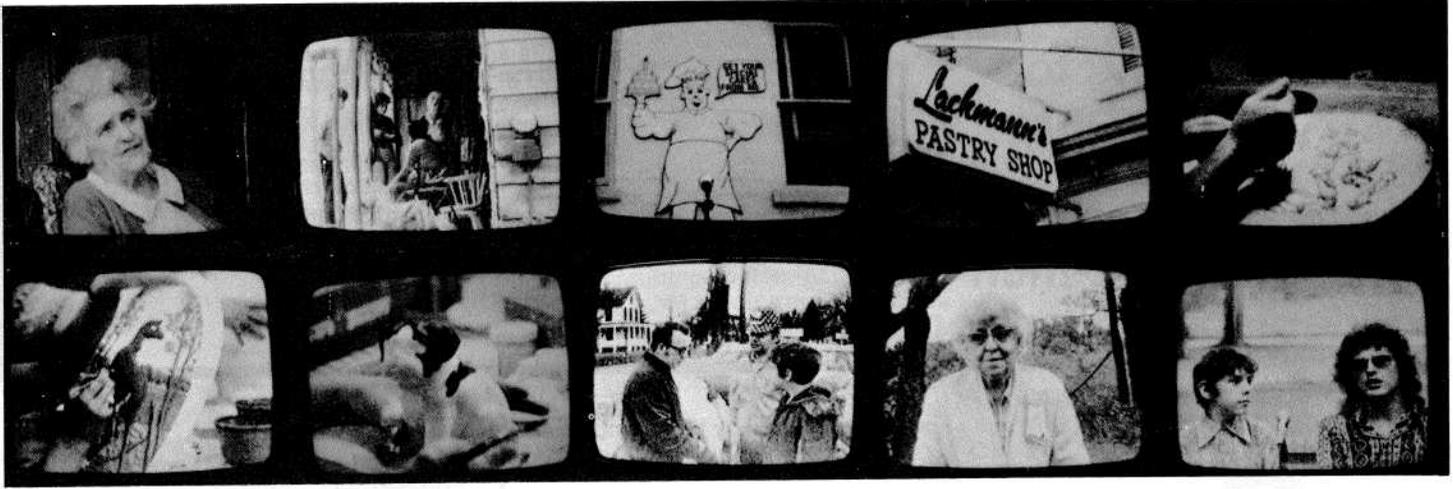
Vidi-Com cable system in Saugerties is owned by a man who lives in Liberty, N.Y. In Liberty, through the local schools, he is developing the system for local origination. For \$10,000.00 the cable owner is proposing that the Saugerties schools "buy" a head-end for which Vidi-Com will provide maintenance. The schools, however, cannot afford the investment at this time (though independently they have raised money to purchase 1/2" studio equipment which they use primarily for taping programs off-air for playback in the classroom).

Aside from this offer to the schools no plans are being made at present to provide Saugerties with the necessary equipment for local origination, though the town will have 3500 subscribers shortly. Recently, the FCC has gone on record to accommodate cable stations in existence prior to the 1972 3500 ruling by granting them a moratorium on implementation of the ruling until 1977. (Saugerties presently has 12 channels used entirely for importation of distant signals with considerable redundancy.)

At present, therefore, it is up to the students who worked on the project and interested Saugerties citizens who have gathered together as a result of this recent experiment (see article printed above) to form an organization (which they are doing) which goes on record as having the interest, talent, desire to help a local origination project in the town become a meaningful experience for the town. There is no legal imperative hanging over the cable owners head to implement local origination before 1977. It is a matter then of convincing the cable owner that the inevitable investment, if made at this time, would be beneficial because of the present goodwill and ripe energies of this new organization to help raise revenue from within the town in support of a local station.

Furthermore, the students have permission to use the school's equipment on a limited basis. They can make good use of that loan in stimulating local support by creating programming of interest to the community and playing it back through the head-end on channel 3, one of the redundant channels (both the local cable manager in Saugerties, and the Liberty owner, who has just learned of the recent experiment, have agreed to this).

Note: The State Cable Commission recently required Saugerties Vidi-Com to file a routine renewal application with them outlining any present plans, or reporting on present service to date. The Commission also called on citizens of the area the cable system serves to file any comments, objections, etc., they might have with Vidi-Com service. The Saugerties group (which has not yet legally organized) filed a letter with the



Commission reporting on the recent local programming experiment which they are working to have continued; in addition, they stated that the Vidi-Com system in existence since the early 60's had still not provided uniform, adequate technical installations throughout their system, or provided service for all those who desire it. Simultaneously, they mailed a friendly letter to the Liberty owner expressing their interest in exploring the possibilities for local origination in Saugerties.

Descriptions of your experiences with CATV community experiments are welcomed, both to be passed onto the Saugerties group and for possible publication in a future *Radical Software*. Please address your feedback to: Saugerties Area Television (SATV) c/o Raindance, POB 135 Ruby, N.Y. 12475.

A 40 minute edited tape of the Saugerties experiment is available from the same address. Part of the proceeds from the sale of this tape will go directly towards helping the group continue.

RECOMMENDED PUBLICATIONS DEALING WITH CATV:

Cable Television by the Network Project (see article by them in this issue on Domestic Communications Satellites)—this booklet reports on the evolving structure of cable television, a system touted for its revolutionary potential but thwarted by those who economically or politically control it —“large cable system owners are buying up smaller systems in an effort to become leaders in what promises to be a multi-billion dollar industry.” These conglomerates are supported in their activities directly and indirectly (through lack of courageous leadership and commitment to a democratic form of communications system) by research institutions, the FCC, government. The process by which this is happening is clearly outlined.

For this booklet send \$2 to The Network Project, 104 Earl Hall, Columbia University, NYC, NY 10027.

CATV Systems (directory, map service, and handbook)—this atlas and glossary of cable systems provides statistical information on all operating cable stations in this country, latest FCC rulings, a sample franchise ordinance, a listing of CATV publications and associations, congressional committees and federal agencies designing legislation for cable, the NCTA advertising code, and more . . .

It costs \$8.95, is well worth the price, and may be ordered from Communications Publishing Corp., 1900 West Yale, Englewood, Colo., 80110.

Community Video Report by the Washington Community Video Center—this newsletter reports on video community activities in the D.C. area and around the country. It is a collection of community experiences/tape listings/tape showings. Their first issue is Summer, 1973; \$1.50 is the rate for individuals for forthcoming reports for the remainder of the year. Write to: Community Video Report, c/o Washington Community Video Center, 2414 18th Street, N.W. Washington, D.C. 20009. (A tape listing is available from them on a wide range of issues: health, education, political and social change.)

Public Access Report—a report initiated by Survival Arts Media of New York City. Published in January, 1973, it reports on the Public Access Celebration held in NYC last summer which was designed to generate interest in and awareness of the potentialities and problems of public access television. This was done by setting-up multiple viewing centers throughout the city which both turned people onto tapes previously made, and trained them in the use of the equipment; by using Teleprompter's studio head-end to create live interactive/feedback situations which encouraged people to phone-into the studio; and by playing back tapes made at the various decentralized centers through the head-end.

The booklet includes a detailed description of the experience and design of the event, as well as the development of cable in NYC and the history of public access.

To obtain copies of the booklet send \$3 (check or money order) to Public Access Report, POB 393, New York, N.Y. 10024.

Video Resource Directory—with funding from the New York State Council on the Arts members of Raindance and Videofree designed and edited a booklet which reports on access to videotape equipment and presentation facilities throughout New York State. The booklet outlines access to resources at colleges, universities, museums, galleries, historical societies, libraries, schools.

To obtain the booklet write to the Film/TV Bureau, New York State Council on the Arts, 250 West 57th Street, NYC, NY 10019.

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