

Lecture series to explore use of cable TV as alternative to traditional broadcast media

January 8, 1973

A series of public lectures to explore the use of cable television as an alternative to traditional broadcast media will be presented at the University of California, San Diego beginning Thursday, January 18.

The lectures will be held in Room 2100 of the Basic Science Bldg., School of Medicine, from 4-6 p.m. every Thursday through March 8 with one exception. The lecture normally to be scheduled Thursday, February 22, will be given Friday, February 23.

The series is part of an upper division course in cable television under the direction of Oscar Gandy, UCSD Lecturer in Communications, and sponsored by the Communications Program of UCSD's Third College.

Beginning with the development of radio and television broadcast capability, the series will investigate the development of communications institutions and policy as it relates to public interest. Differing perspectives will be presented by broadcasters, cable television professionals, system users, and communications instructors.

Early lectures will provide some familiarity with the technological differences between broadcast and coaxial systems, with specific attention given to channel capacity, system interaction, and cost of construction and access.

The remainder of the series will deal with the more operational questions related to cable television such as regulation and programming.

Lecturers include Dr. Herbert I. Schiller (January 18), author of several publications on mass media and international communications and presently professor of communications at UCSD. He will discuss the constraints of commercial sponsorship in broadcasting as they affect program content, production, and scheduling.

Nathaniel E. Feldman, an engineer and staff member of the RAND Corporation for the past 12 years and author of several key references in the field of communications technology and planning, will give the second lecture January 25. He will discuss the current state of cable television and make some projections about future coaxial systems.

Clayton H. Brace, Vice President and General Manager of KGTV, Channel 10, in San Diego, will discuss the regulation of cable television from the point of view of a broadcaster at the February 1 lecture.

On February 8, Leonard K. Tozer, General Manager of Southwestern Cable Company of Pacific Beach will discuss his involvement in landmark regulatory decisions by the Federal Communications Commission and related problems with copyright, city franchise, and system expansion.

The central issues of cable regulation as they relate to protection of public interest will be discussed February 15 by Alfred G. Ferris, corporation attorney and partner in the San Diego firm of Ferris, Weatherford, Brennan & Lerg.

Donald O. Williams, General Manager of Cable TV, Inc. in El Cajon, will lecture February 23 on his recent experiences and future plans for local origination programming as well as identifying the problems of origination.

Don Bushnell, Director of the Watts Communication Bureau, Inc. of the Mafundi Institute, Los Angeles, will discuss plans for a Watts cable television system in his lecture March 1.

The final lecture, March 8, will be a discussion of the social implications of current and future developments in coaxial communications. Lecturer will be Walter S. Baer, author of several reports and studies on communications systems. He is currently consultant to the RAND Corporation's communications policy program.

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