

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contact:
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(202) 626-7975

C-SPAN AIRS LUNCHEON ADDRESS BY CATA PRESIDENT STEVEN EFFROS

Washington, D.C., May 3 -- C-SPAN will air a speech by Steven Effros, president of the Community Antenna TV Association, on **Saturday, May 12, at 11:00am ET.**

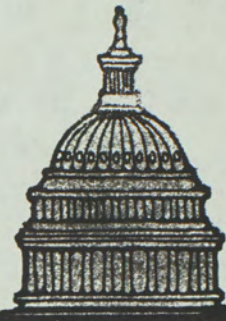
Mr. Effros, in an address to be taped at the Washington Metropolitan Cable Club's luncheon on Friday, May 11, will discuss the future of the cable industry in light of possible re-regulation and the telephone industry's desire to enter the cable television business.

This speech will air during C-SPAN's "Communications Today," a weekly series focusing on the issues, laws, and technology affecting the media.

C-SPAN is available in 49.7 million household through 3800 cable system affiliates nationwide and around the world via satellite. The network is a privately funded public service of the cable television industry.

WMCC

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NCTA

April 24, 1990

Dear Washington Metropolitan Cable Club Members and
Colleagues

Regulatory issues at the FCC, legislative initiative on
the Senate side and Telco's desire to enter into the cable TV
business makes for interesting times.

Our speaker in May will be Steven Effros, President of
Community Antenna TV Association, who has come back from the
front lines will report to us a prospective on the future of
the industry.

Our meeting will be held on May 11, 1990 at the
Washington Marriott Hotel, 1221 22nd Street, N. W.,
Washington, D. C. 20037. The cash bar will open at 12:00
Noon and lunch will be served at 12:30 PM. The cost will be
\$20.00 for members and \$25.00 for non-members. Please call
Melva Daniel at (301)294-7610 with your reservations no later
than May 9, 1990.

Look forward to seeing you on May 11, 1990.

Warmest regards,

A handwritten signature in dark ink, appearing to read 'John D. Evans', written over the printed name.

John D. Evans

REMINDER: All lunches must be paid for at the luncheon.
Cancellations must be made 48 hours prior to the luncheon or
you will be expected to pay for the commitment.

WMCC
1724 Massachusetts Avenue, N.W.
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Conservative Movement?

l Candidates to Offer Predictions at Fund-Raising Dinner May 3

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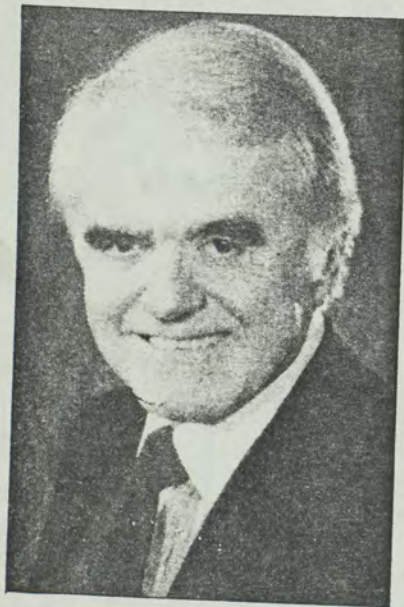
Sen. **Robert Dole** (R-Kan.), Rep. **Jack Kemp** (R-N.Y.), former secretary of state **Alexander Haig**, and TV evangelist **Pat Robertson** will address the United Conservative Appeal dinner.

belong to the UCA. Funds from the Presidential Banquet will be distributed among

the member groups. ■

Two Views on Cable Deregulation

Jack Valenti, Steve Effros Debate Industry Issue as C-SPAN Concludes Its National Cable Month Call-ins



Jack Valenti, president and chief executive officer of the Motion Picture Association of America, and **Steve Effros**, president of the Community Antenna Television Association, will present differing viewpoints on cable deregulation April 27 at 7:00 pm ET, as C-SPAN concludes its Monday night National Cable Month call-ins.

(from page 1)

weekly series of cable call-in programs observing National Cable Month. Joining C-SPAN will be Jack Valenti, president of the Motion Picture Association of America, and Steve Effros, president of the Community Antenna Television Association; each will present his side of the cable deregulation issue on separate 45-minute call-in programs.

As president and chief executive officer of the MPAA, Mr. Valenti is the leader of the organized film production and distribution industry. Before joining the MPAA, he served as special assistant to President Lyndon Johnson. He has also served in the U.S. Army and co-founded Weekly and Valenti, an advertising and political consulting agency. He is the author of three books and numerous articles published in *Reader's Digest*, the *New*

York Times, the *Washington Post*, the *Los Angeles Times*, and *Newsweek* magazine. Mr. Valenti has also served as adjunct professor of government and public administration at the American University in Washington, D.C.

Mr. Effros previously served as executive director of CATA and as CATA's counsel.

Mr. Effros spent some years as an attorney with the Cable Television Bureau at the Federal Communications Commission before joining CATA. He helped write the federal regulations on cable television that the FCC adopted in 1972.

Mr. Effros currently lobbies on behalf of cable operators on Capitol Hill. A good part of his working time is spent traveling around the country to talk to the small cable operators that CATA represents. ■

STATISTICS

TOP CALL-IN STATES FOR MARCH

1	California	246
2	Texas	81
3	Florida	75
4	Washington	57
5	New York	56
6	Arizona	42
	New Jersey	42
8	Virginia	32
9	Illinois	31
10	Pennsylvania	30
11	Colorado	29
12	Michigan	27
	Oregon	27
14	Ohio	25
15	Louisiana	24
16	Georgia	21
17	Massachusetts	19
	New Mexico	19
19	Missouri	18
20	Alabama	16
	North Carolina	16
22	Indiana	14
23	Connecticut	13
24	Wisconsin	12
25	Hawaii	10
	Oklahoma	10
27	Alaska	8
	Maryland	8
	Nebraska	8
30	Idaho	7
	Montana	7
	South Carolina	7
	Tennessee	7
34	Kentucky	6
35	Iowa	5
	Minnesota	5
	New Hampshire	5
	Wyoming	5
39	Nevada	4
40	Arkansas	3
	Mississippi	3
	Utah	3
	West Virginia	3
	District of Columbia	3
45	Rhode Island	2
46	Kansas	1
	Maine	1

TOP CALL-IN CITIES

1	Los Angeles, Calif.	47
2	San Diego, Calif.	30
3	Seattle, Wash.	25
4	New York, N.Y.	24
5	Houston, Texas	19
6	Denver, Colo.	18
7	Phoenix, Ariz.	16
8	Tucson, Ariz.	12
	Portland, Ore.	12
10	Las Vegas, Nev.	11
	Albuquerque, N.M.	11
12	New Orleans, La.	10
13	Santa Barbara, Calif.	9
	Atlanta, Ga.	9
	Austin, Texas	9
16	Grand Rapids, Mich.	8
	Pittsburgh, Pa.	8
	Dallas, Texas	8
	San Antonio, Texas	8
20	Miami, Fla.	7
	Baton Rouge, La.	7
	Arlington, Va.	7
23	Anchorage, Alaska	6
	San Francisco, Calif.	6
	Ft. Lauderdale, Fla.	6
	Honolulu, Hawaii	6
	Chicago, Ill.	6
	Indianapolis, Ind.	6
	Boston, Mass.	6
	St. Louis, Mo.	6
	Cleveland, Ohio	6
	El Paso, Texas	6
	Alexandria, Va.	6
34	Orlando, Fla.	5
	Kansas City, Mo.	5
	Oklahoma City, Okla.	5
	Eugene, Ore.	5
	Knoxville, Tenn.	5
	Richmond, Va.	5

212.696.4215

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