

[REDACTED]
Clinton, S.C. 29325
March 20, 1992

Ms. Char Beales
President, Cable TV Administration
and Marketing Society
1724 Massachusetts Avenue, NW
Washington, D.C. 20036

002594 MAR 25 93

Dear Ms. Beales:

I do not know what responsibility your organization has for the promotion of C-SPAN, but I wanted to tell you my experience.

Before moving to Clinton in 1990, I lived in Greenville, S.C., which is served by TeleCable. I had cable, and I was getting increasingly interested in C-SPAN. When I moved to Clinton, CenCom did not offer C-SPAN. I asked a cable representative why not and was told that they conducted a survey and no one wanted it. I tried to tell him that people had to know what it was before they could want it.

C-SPAN has now been added to CenCom which pleases me very much. I am enclosing a copy of the notice concerning adding C-SPAN. If all I knew about C-SPAN was what is printed on this sheet, I would not be interested. As you see it says, "C-SPAN, offering unedited coverage of the U.S. House of Representatives...". I do not know what is shown on C-SPAN II and since I don't know, I am not interested in it. Someone needs to do marketing for C-SPAN I and II.

One other thing while I am writing. I am a Christian and most of the things on television do not interest me. I have suggested to friends who have the same standards I have that they get cable. The reaction often is "That is just MTV and sex and violence." I try to tell them about CNN and CPAN, but I can't always get my point across. People need to know that cable is not all sex and violence.

Sincerely yours,
[REDACTED]

cc: C-SPAN

CENCOM CABLE TELEVISION

P.O. BOX 850 • LAURENS, SC • (804) 984-2565 • (803) 833-1525

Dear Cencom Cable Customer:

This notice is to inform you of important changes upcoming in your cable television service.

Effective February 1, 1993, the new monthly rate for basic service tier will be **reduced** to \$15.95 plus tax. The new monthly rate for Expanded Basic will be \$26.95 plus tax. The monthly rate for the wireless remote will also be **reduced** to \$3.00 plus tax. All other monthly rates will remain unchanged. **The monthly rate for V.I.P. customers will not change.**

Coinciding with these rate adjustments will be certain changes to the channel lineup. More detailed information regarding channel changes will be included in your next billing statement.

This rate adjustment is necessary due to increased business and programming costs—the fees we pay to cable networks—and our ongoing investment in quality customer service. **We will continue to provide responsive repair service, as well as lifetime warranties on all equipment furnished in your home.**

After Hours Service And Repair lines are staffed from 5:30 p.m. to 8:00 a.m. Monday through Friday, and 24-hours a day weekends and holidays. Customers can call 1-800-763-6633 and speak directly to a Cencom representative for assistance.

Effective in February, two new satellite programming services will be added to the programming lineup. **C-SPAN**, offering unedited coverage of the U.S. House of Representatives, and **QVC**, a shop-at-home network featuring a variety of consumer goods and services, will now be part of the programming lineup. In addition, a full-time **Local Information Channel** will be added to the basic service tier.

In addition, pay-per-view special events will now be available. Customers can look forward to viewing exciting live events such as world championship boxing, WWF and WCW wrestling and concert specials in the convenience of their own homes.

In 1993, a fiber optic upgrade project will be completed—with portions of the trunk coaxial cable being replaced with new state-of-the-art fiber optic cable. The completed project—representing a significant investment—will result in improved service reliability and further channel expansion. We anticipate announcing the addition of **seven** cable networks upon completion of this project.

As you continue to consider your entertainment and information needs, we urge you to take into account what an excellent value cable television represents. Compare an average monthly cable bill to the entertainment and information choices listed below.

<i>High School Sports Event</i> Tickets & Refreshments for a Family of Four	<i>Monthly Movie Video Rentals</i> Two Tapes per Week	<i>Amusement Park</i> Tickets for a Family of Four
<i>Cellular Telephone Service</i>	<i>Evening at a Comedy Club</i> Tickets & Refreshments	<i>Professional Sports/Live Concert</i> Tickets & Refreshments
<i>Night at the Movies</i> Tickets & Refreshments	<i>Community Theatre</i> Tickets for Two	<i>Bestselling Hardback Book</i>
<i>Purchase of a Videotape Movie</i>	<i>Purchase of a Computer Game Cartridge</i>	<i>Dinner at a Family Restaurant</i>

The fact is, cable television remains an outstanding information and entertainment bargain. From live sports to breaking news, a variety of entertainment and information is available to you and your family *for less than 95¢ per day—and all with cable-delivered reception.*

Premium services such as **Home Box Office, Showtime, and The Disney Channel**, continue to be an outstanding in-home entertainment value, as well as a tremendous source for commercial-free blockbuster movies. In addition, these premium services continue to increase the number of made-for-cable programming choices.

We at Cencom look forward to improving and enhancing your cable service in as many ways as possible. Thank you for being a customer of Cencom Cable Television.

Sincerely,

Cencom Cable Television