

COMMUNICATIONS

PREPARED BY

CENTRAL NAUGATUCK VALLEY
REGIONAL PLANNING AGENCY
20 EAST MAIN STREET
WATERBURY, CONN. 06702

June, 1976

701 PROJECT: CONNECTICUT CPA-CT-01-00-1042

THE PREPARATION OF THIS REPORT WAS FINANCED,
IN PART, THROUGH AN URBAN PLANNING GRANT FROM
THE U. S. DEPARTMENT OF HOUSING AND URBAN
DEVELOPMENT UNDER THE PROVISIONS OF SECTION
701 OF THE HOUSING ACT OF 1954, AS AMENDED;
BY A REGIONAL PLANNING GRANT FROM THE
DEPARTMENT OF PLANNING AND ENERGY POLICY,
STATE OF CONNECTICUT; AND BY CONTRIBUTIONS
FROM MEMBER MUNICIPALITIES OF THE CENTRAL
NAUGATUCK VALLEY REGION.

TITLE: COMMUNICATIONS

AUTHOR: CENTRAL NAUGATUCK VALLEY REGIONAL PLANNING AGENCY

SUBJECT: A summary of the media serving the Region giving characteristics of each medium located within the CNVR and its municipalities.

DATE: June, 1976

LOCAL PLANNING AGENCY: Central Naugatuck Valley Regional Planning Agency

SOURCE OF COPIES: Central Naugatuck Valley Regional Planning Agency
20 East Main Street
Waterbury, CT 06702
Telephone: 757-0535

All libraries of the municipalities of the Central Naugatuck Valley Region

State Library
State of Connecticut
Hartford, Connecticut

HUD Library
Washington, DC

Library of Congress
Washington, DC

HUD PROJECT NO.: CPA-CT-01-00-1042

SERIES NO.: n.a.

NUMBER OF PAGES: 24

ABSTRACT: This report reviews and highlights the major characteristics and trends of the media serving the CNVR and its municipalities. The tables present information on past trends in the use of media as well as current information on the availability of each media in the Region. Data contained in the tables include U. S. Census Statistics, Public Utilities Control Authority data and information from other sources.

TABLE OF CONTENTS

	<u>PAGE</u>
VIII-B. Communications	
1. Introduction	VIII-B-1
2. Inventory -	VIII-B-2
<i>Newspaper</i>	<i>VIII-B-2</i>
<i>Radio</i>	<i>VIII-B-4</i>
<i>Telephone</i>	<i>VIII-B-5</i>
<i>Television</i>	<i>VIII-B-7</i>
<i>Cable Television</i>	<i>VIII-B-8</i>
Policies	VIII-B-15
Tables	VIII-B-18
Bibliography	VIII-B-22

VIII-B. COMMUNICATIONS

1. INTRODUCTION

The development of communication and language has been an important factor in the growth of urban areas. People came together, in part, because of a need to share ideas, barter and socialize. They needed to live close to the central area where they could perform these communicative functions. Even today, small villages center around the post office, symbolizing the need for a means of communicating with other areas. As communication technology improves, the need for face-to-face contacts continues to decrease. The pressure to decentralize will probably increase for both industry and households. This decentralization means an increased demand for converting land to structures as well as for communication facilities.

Today there are eight basic media used for public communications: telephone, telegraph, books, newspapers, magazines, radio (one-way and two-way), television, and mail. Many of these media are also used by business, government and individuals for more private or person-to-person oriented communication. For instance, two-way radios provide party line communication within government agencies (such as between police cars and police headquarters), and within business firms (such as between taxi cabs and the dispatching office) as well as for other business purposes. Similarly, telephones and the U. S. Postal Service, by virtue of their pervasive use within our society, are designed to maximize person-to-person communication throughout the general population.

Computers and other electronic devices are adapting several of these basic forms of communication (e.g., telephones, television, books, magazines and newspapers) providing the public with an increased level of information and convenience. Indeed, in the past 10 years, there has been a virtual revolution in communication technology extending from the creation of two-way cable television, computer composited books, computer operated mass transit systems, portable telephones and

telephone banking to picture phones. At present, these technologies have developed faster than ways to put them into practical and immediate use. However, it is clear that many of these innovations in communication technology may soon become operational without any clear idea as to what effects they may have on future land use patterns, transportation systems, employment or economic development. It is for this reason that serious analysis and planning is needed at the incipient stage of their development in order to guide the uses and to avert any possible abuses of all communication technology emerging within the Central Naugatuck Valley Region.

2. INVENTORY

In the CNVR, each of the eight basic media of communication are available. Table IV lists the six regional radio stations, the television station, the eight newspapers printed within the Region and the four cable television stations planned or operating.

NEWSPAPERS

The most versatile of these media within the Region is the newspaper. At present, the Region is served by 8 local newspapers and by over 20 other papers, only six of which are printed within the state.¹ The Waterbury Republican and American are the most widely circulated newspapers in the Region, followed by the Naugatuck Daily News, New York Times, Hartford Times, Hartford Courant, New Haven Register, The Danbury News Times and the Journal Courier. In addition, several foreign language papers - El Diario for Spanish-speaking residents, Il Progresso for Italians, and Staats Beitung Herald for Germans - are available in Waterbury.

Unlike other media, local newspapers provide a wide variety of local and regional information on jobs, consumer items, real estate, social and cultural events, recreation and news pertaining to the Region and the State. As such, they play an

¹ Interview with the owner of Waterbury's largest newsstand, March, 1975.

essential role in the economy of the Region and often are the primary means used for locating jobs, finding an apartment or buying a home. In some cases, however, job opportunities or housing options may not be known by some residents of the Region through the use of this medium simply because they are not aware of where to locate job or housing information and do not know in which papers to look for specific items of information. Generally speaking, it is the less well educated residents who are more apt to miss housing or job opportunities than other residents of the Region.

It is significant that during the decade of the sixties, when three-quarters of the employment growth in the Central Naugatuck Valley Region took place outside of the central city of Waterbury, only three of the Region's eight papers had circulations covering Waterbury. As indicated in Table III, all of the newspapers of the Region, with the exception of the Waterbury Republican and American, have limited readership in Waterbury. It is expected that for Waterbury residents this combination of (1) minimal access to suburban newspapers and (2) the growing employment opportunities outside of Waterbury may disadvantage many seeking housing or work. An added problem is that few of the Region's Municipal Libraries provide a comprehensive collection of the Region's newspapers to local residents. According to a Union Serial publication of the Council of Governments, most municipal libraries carry only their own local newspaper, while some provide no local newspaper at all.² This situation may present few problems to the knowledgeable residents; but, for someone who is not familiar with the Region's news medium and is relatively new in the area, the local library may be the first place to turn to for information.

In addition, there is reason to believe that for some residents of the Region, language problems may place them at a disadvantage in finding housing or employment.

²Levinson, Rosalie and Jane Jevutis, A Union List of Serials of Cooperative Libraries in Central Connecticut (CLICC) and St. Mary's Hospital, 1974 Edition, Published by the Council of Governments of the Central Naugatuck Valley.

One method of overcoming this problem would be to have a public information center which could provide information on job openings, educational courses, public meetings, and social and recreational activities in both English, Spanish, and other languages.

RADIO

While the Region's newspapers provide in-depth information on a variety of topics, the radio media functions as an instantaneous up-to-the-minute pulse of local, state and national news. This medium is available to the vast majority of the Region's residents either in their homes, in their cars, or by battery operated portable equipment. As of 1970, the U. S. Census reported that 75 percent of the households in the Waterbury SMSA had a battery operated radio. While no information is available on the number of car radios or plug in radios, it appears that if these are counted, then an even greater proportion of the population has access to a radio. For the most part, radio has concerned itself with music, quick, up-to-date information on traffic conditions, "hot" news items, the time of day, and above all, weather reports. Unlike television or telephones, which require a certain level of audience participation, radio shows are primarily used as a passive form of entertainment for children studying, men or women doing manual or light office work, and motorists commuting to work.

Though radio is generally used by most Americans as a device to still the mind or "keep it occupied" during the course of the day, on occasion, local radio stations present "call in" issues and answers programs on matters of local, regional, state, and federal significance.

When used in this way, radio can be an effective medium for reaching large sectors of the population on matters that might otherwise hold little interest if published in a newspaper. For instance, for the elderly whose eyes may not allow them to read as much or as often as the younger generation, the radio provides easy access to information and gives them a sense of companionship when living alone. Certainly the "gossipy" quality of the radio makes it an important media by which to publicize

public service information to all the Region's residents.

TELEPHONE

Perhaps the most commonly used communications system in the Region is the telephone. According to the 1970 U. S. Census of Population and Housing, 94 percent of the Region's households have telephones available.³ Furthermore, the U. S. Federal Communications Commission indicates that with the exception of Washington, DC, Connecticut had the second highest percentage of households with telephones of any state in the Nation during the year 1970.⁴

Since 1970, the number of telephones in the Region has increased faster than the Region's population. In 1970, there were 83,140 telephones in the Region, while by 1974 the number had increased 12.7 percent to 93,759.⁵ In contrast, the population of the Region increased only 7.5 percent between 1970 and 1974.⁶

Despite the continuing increase in the number of households with telephones, some residents of the Region still lack this system of communication within their home. In particular, the 1970 Census of Housing in Connecticut indicated that while 97 percent of the Waterbury SMSA's households had access to a telephone, only 70 percent of the Spanish-speaking population and 78 percent of the black population had access to this form of communication.⁷ The lack of telephones among the black and Spanish-speaking population not only limits their ability to communicate with friends, businesses and employers, but may place them at a disadvantage when looking for a job.

³U. S. Department of Commerce, Bureau of the Census, 1970 Census of Housing, General Housing Characteristics, Connecticut, HC(1)-A8, Table 8, p. 17.

⁴U. S. Department of Commerce, Bureau of the Census, Statistical Abstract of the United States 1974, Table No. 828, p. 501.

⁵Southern New England Telephone Company Classification Report for 1970 and 1974 and the Annual Report of the Woodbury Telephone Company to the Connecticut Public Utilities Commission, 1970 and 1974.

⁶Bureau of the Census, 1970 Census of Population and Housing Census Tracts, Waterbury, Connecticut SMSA, PHC(1)-227 and the Connecticut State Department of Health, Weekly Health Bulletin, Vol. 56, No. 40 (October 7, 1974).

⁷U. S. Department of Commerce, Bureau of the Census, Detailed Housing Characteristics, Connecticut, HC(1)-B8, Table 70, p. 180 and General Housing Characteristics, Connecticut, HC(1)-A8, Table 12, p. 41.

Unlike other planning regions within the State which are exclusively served by Southern New England Telephone Company (SNETCO), the Central Naugatuck Valley Region is also served by the Woodbury Telephone Company. The Woodbury Telephone Company serves the municipalities of Woodbury, Southbury and Bethlehem, while SNETCO serves the remainder of the Region. Table I presents the number of average local and toll calls made per telephone for the period 1960 to 1975. As can be seen over the last eight years, each telephone in the Region was used to make approximately 1,200 to 1,500 local calls a year with only slight variations from year to year. In contrast, long distance calls (toll calls) are being made more frequently now than ever before with SNETCO reporting a 100 percent increase in the average number of toll calls per telephone between 1960 and 1975. This increase in toll calls parallels the growing mobility of the Region's population and has, in part, been reinforced by (1) the dispersion of the extended family over broader geographical areas, (2) an increasing distance between home and work and (3) an increasing propensity of residents of each municipality to broaden their social, shopping and recreational activities into larger areas of the Region or the State. In addition, the long distance phone call has become a substitute for certain forms of correspondence carried by mail and for certain types of transportation. Often telephone users will pay slightly higher costs to speak to a person over the phone and obtain immediate information than wait several days or a week to receive a reply through the mail. Moreover, a long distance telephone call may be a cheaper substitute for a long trip in an automobile.

TELEVISION

While telephones have become an indispensable part of business and home life, the television set has become a permanent fixture in the American Life Style. According to an A. C. Nielson Company survey done in 1974, the average television household keeps the set going an average of 43 hours and 47 minutes a week or over 6 hours a day.⁸ Women watch more television than anybody else, averaging over 30 hours a week,

⁸Broadcasting, "ANA is given sampler of TV Trends," March 3, 1975, pp. 22-23.

while teenagers view the least - about 20 hours a week.⁹

In the Waterbury SMSA, 98 percent of the households had at least one television set in 1970 and it is expected that a greater proportion had a television set in 1975.¹⁰ The fact that almost every household in the Waterbury SMSA has a television set reflects not only the homogenization of cultural tastes in the Region, but also the importance of entertainment and communication to today's way of life. Large numbers of Americans and residents of the Region have made television the daily pablum of life using it as a substitute for other forms of communication and entertainment and as a replacement for many kinds of neighborhood and community activities.

The effect of television on the American way of life has been considerable. Television has been blamed (rightly or wrongly) for rising crime rates, a lowering of cultural tastes, increasing peak demand for water, increasing peak loads on sewer systems, (during commercials), juvenile delinquency, bad posture among children and a very limited coverage of local news and activities. Indeed, there are those who argue (including some of the individuals who created the technology that made television possible) that the medium has not lived up to its full potential. Presently, the Federal Communications Commission is evaluating the quality of prime time television shows and has required that all local stations devote a specified amount of time to local shows, issues, or activities. It is hoped that this policy may improve television and foster an interest in local and Regional activities.

CABLE TELEVISION

One method that has been suggested for improving television and expanding its capabilities has been through Community Antenna Television (CATV), otherwise known as cable T.V. Cable television, as the name implies, is a television signal that is

⁹Ibid.

¹⁰U. S. Department of Commerce, Bureau of the Census, 1970 Census of Housing, Detailed Housing Characteristics, Connecticut, HC(1)-B8, Table 45, p. 120.

brought to the home through a cable directly from the broadcast station. Partly because of the limitation on the number of channels available for transmission on normal broadcast television, cable TV offers a potential for expanding television reception to as many as 40 channels. Regular television is limited to less than a dozen channels in most parts of the Nation due to the limited wavelengths suitable for broadcasting TV signals (wavelengths between 50 million cycles per second to 200 million cycles per second). In addition, since radiated TV signals (as opposed to Cable T.V.) may interfere with other TV stations broadcasting at the same or similar frequencies, the Federal Communications Commission (FCC) has required that a 200 mile distance separate stations broadcasting at the same frequency and a 100 mile radius separate broadcasting on a similar frequency (e.g., Channel 2 and Channel 3).¹¹ In practice, this has meant that not all 12 channels of a television set's VHF range are available to all viewers within the State.

Proponents of Cable T.V. have pointed to these limitations of regular television, indicating that because of Cable T.V.'s expanded channel capacity, it may be able to offer a greater variety of programs to local viewers. In addition, many recent experiments with Cable T.V. indicate that it has become a viable substitute for many kinds of public and private meetings of business or government, trips made to health centers, libraries, shopping centers, universities and to work. In fact, in 1969, the National Academy of Engineering estimated that 14-22% of 1968 urban area vehicle trips might be replaced by communication facilities.¹² Such a reduction would substantially reduce accidents and pollution levels as well as the cost and maintenance of roads. One experiment in this area involves a two-way communications systems, MRC-TV, between government agencies in New York, New Jersey and Connecticut. This television station broadcasts two-way information to specified locations in the metropolitan New York area, including Connecticut. Also under experiment are

¹¹Report of the Sloan Commission on Cable Communications, On The Cable, The Television of Abundance, McGraw Hill Book Co., 1971, p. 17.

¹²Ralph B. Hirsch, "Cable Communications and the Urban Planner," Urban Telecommunications Forum, September 1972, p. 1.

special hookups for transmitting patient data between hospitals or central files to doctors, as used at the Connecticut Health Center in Farmington.

Another major proposal for cable television having national land use implications is Peter Goldmark's study, the "New Rural Society." This Housing and Urban Development (HUD) funded study was conducted in 1972 and 1973 in northern Connecticut's Windham County and was designed to establish cable and microwave communication links between cities and rural towns. Cable communications would allow small town dwellers to obtain the services of urban hospitals, businesses, schools and cultural facilities without having to leave their own town. Moreover, many rural residents of the state working in the larger urbanized areas could replace a long trip to the central city with a short trip to a substate or subregional "branch" office in their own municipality having cable television hookup to the central office. The intent of this study was to (1) offer greater locational choice to the State's growing population, (2) ease the crime, pollution and traffic problems of the major urbanized areas of the state and (3) encourage employment growth in the rural areas.

Essentially, broadband communications between cities and rural areas would allow the employer greater choice in locating his or her business or agency which in turn would allow employees of the agency greater choice in locating housing within a broader region. However, it is not clear that all businesses would be able to take advantage of this innovative application of communication technology to deurbanize many or all of their office functions. Certainly, urban factories and many businesses within the state are strongly dependent upon urban services and economies. As a result, for some employers, the positive advantages of rural living and rural work sites would be outweighed by the cheaper and more abundant labor supply within the city or the lateral economies of scale accruing to small businesses producing and transporting goods for further refinement by other nearby urban businesses.

It is expected that if telecommunications technology becomes a catalyst for moving business to the rural areas it may reinforce some of the present social and economic

problems of the large cities. At the most basic level, cable television, when used as an adjunct to businesses, social service agencies, or government departments, might tend to offer greater locational choice to the upper income white collar workers but less to the lower income secretarial and clerical staff. The result would be that urban areas would receive less of the disposable income of the surrounding suburban and rural areas once they are able to receive cable televised urban services in their own community.

While many urban services, recreational or cultural activities and businesses could locate or be made available to rural areas as a result of cable television communications, rural residents may be reluctant to accept them if they result in increased population growth. Less than 50 percent of the persons interviewed in the New Rural Society study in Windham County favored increasing the flow of business and people into their community. In effect, rural residents appear to be willing to accept the positive advantages offered by cable television (i.e., access to urban hospitals via cable hookup) but are hesitant to endorse its use as a means of stimulating employment growth.

In the future, if the New Rural Society concept proves to be acceptable to the residents and municipalities of the Central Naugatuck Valley Region, it could exert strong influences upon land use, the location of future housing development and the location of future economic expansion within the Region.

While broadband communications may tend to reinforce unplanned dispersion of urban employment and housing to more rural areas, this technology can also easily be used to support the Region-wide goal of clustered residential and commercial development. Indeed, the provision of broadband communications to clustered commercial and residential developments within the Region will reduce the unit cost of installing two-way communications and increase its access to a greater number of the Region's residents.

Others have envisioned that two-way cable television might allow for remote shopping by suburbanites who could watch a channel devoted to displaying and describing various products. Upon seeing a desired product, the viewer could press a button in the home television and the order would be recorded and subsequently delivered. A report titled, Communication Innovations, Urban Form and Travel Demand,¹³ indicated that if remote shopping is widely adopted it "could reverse the present trend in paving over great suburban expanses for shopping center parking lots and could also reduce off peak auto usage.¹³

Cable television has also been considered as a possible replacement for many labor intensive municipal services such as police patrols of high crime areas, the hiring of more teachers in schools with large enrollments and trips made to obtain information or literature from local libraries. Since cable television may dramatically change the nature of many of these municipal services, special attention should be paid to any adverse affects that may be created by reducing person-to-person contact. Reducing the need for personal contact is not an end which should be encouraged in and of itself; many human feelings, attitudes and ideas can only be expressed through immediate proximity to another person and may lose their power or meaning when conveyed over any form of telecommunications. The real task of telecommunications is not to lock up the Region's residents in their homes but to assist them to obtain better services and to increase their access to information which might otherwise be difficult to obtain in person. As such, cable television should not only work to reduce unnecessary travel within the Region but should foster more personal contact between residents and their community.

However, because cable television may have the effect of reducing the need for centralizing many activities which have historically been associated with high density city life, sufficient attention must be paid to how this new technology develops and

¹³Harkness, Richard C., Communication Innovations, Urban Form and Travel Demand, Department of Urban Planning and Civil Engineering, University of Washington, p. 10.

affects such other planning areas as land use, energy conservation, transportation, public services and utilities. Efforts to substitute cable television transmissions for transportation trips are to be encouraged as long as this does not reinforce present low density suburban sprawl and does not increase the cost of providing municipal services and public utilities throughout the Region.

At present, four cable television networks are planned or are operating in the Central Naugatuck Valley Region and surrounding towns. Valley Cable Vision, located in Seymour, presently serves over 4,000 households in Naugatuck, and has provided a limited number of hookups in Beacon Falls and Oxford. Telesystem, Inc., is scheduled to begin operating in the fall of 1976 providing cable television to the towns of Cheshire, Prospect and Wolcott. Waterbury Community Antenna, franchised to serve Waterbury, Middlebury and Plymouth, began operation in March of 1975 initially providing service to 2,800 customers but by March of 1976 it served over 12,000 customers. Finally, Laurel Cablevision, located in Torrington, is franchised to serve Watertown and Thomaston and is expected to begin serving these towns in 1976. The Connecticut Public Utilities Control Authority has sent out invitations for interested parties to apply for permits in the towns of Bethlehem, Southbury and Woodbury; but, so far, there have been no respondents.

Based on the Public Utilities Control Authority regulations governing the four cable television stations, 20 percent of the total franchise area must be provided with cable hookups each year so that the entire franchise area will be completely wired within a five year period. Based on this formula, ten of the thirteen municipalities in the Region should be provided with cable hookups serving their entire municipality by 1980 or earlier.

At present, the cost of providing cable television to the Region is fairly reasonable. As can be seen from Table II, in all of the Region's municipalities, there is both an installation charge for the provision of the service and a monthly charge for the use of the service. The monthly charge ranges from \$6.95 over the

Laurel Cable Vision and Telesystem franchises to \$7.95 over Valley Cable Vision, while the installation charges range from \$14.95 to \$19.95.

The Public Utilities Control Authority, as the official regulatory agency & rate setter of the cable television industry in Connecticut, must closely monitor the financial condition of cable television franchises in the Region. Specifically, the PUCA must regulate this medium so that it develops in a manner that does not inadvertently exclude, through a high rate structure, low income families and individuals from the viewing audience. Low user costs are essential if this medium is to function as a public form of communication.

As can be seen in Table IV, the Region's four cable television franchises provide residents with access to 14 channels originating from nearby states which are not available over broadcast television. These broadcast programs, aired over the cable, offer residents a selection of programs that would otherwise not be available over regular television.

Besides providing low cost entertainment for the Region, cable television also provides an opportunity under federal regulations for a public access channel, an educational channel and a government access channel. All of the Region's cable television franchises have allocated channel space for local organization programs (see Table V), but, due to a lack of direction from the four cable television advisory councils, little active use has been made of these channels and little has been done to share local programs on a regional basis. The two cable television systems presently operating within the Region, Valley Cable Vision and Waterbury Community Antenna, provide 24 and 17 channels respectively. While no connections have been made between these cable television systems in the event a local cable television program may have regional interest, an individual at Waterbury Community Antenna has indicated that this may be possible in the future. Certainly many social service programs, government meetings or employment listings which may be carried by Waterbury Community Antenna for its local audience may also be of

interest to residents of the surrounding municipalities who work or use the shopping, health, social or recreational facilities of the City of Waterbury.

Cable television like other newer media will require careful planning to see that it develops in ways beneficial to the Region. The very expense of installing cable television and its effect on land use makes it imperative that it be properly planned in advance to avoid costly mistakes in funds and resources. Cable TV and other media raise a number of challenging and difficult issues, many of which are far from resolved. Planning must be undertaken now to ensure that (1) present decisions do not preclude future options on these media systems; (2) the questions of responsibility and privacy they raise must be satisfactorily answered; and (3) access must be available to all groups as senders and receivers. The investment of facilities, resources and land in any new communication enterprise must be planned to retain as many options for new technology as possible. Major capital expenditures such as construction should be promoted on a coordinated basis wherever possible. In regards to privacy, the news media must be developed to protect the confidentiality of choice in selecting information which is received by the viewer. Controls on the accuracy and availability of information sent through the media must also be formulated and enforced.

VIII-B: OBJECTIVES AND POLICIES - Communications

GOAL: To prepare for an orderly and planned growth of new communication media in the CNVR, accessible to and serving all segments of the population.

OBJECTIVE I: To review and evaluate all plans for new major communications facilities and modes, and to ensure their conformity with the goals and policies of the CNVRPA.

Policy I.1: The introduction of new media shall be planned in order to facilitate the accomplishment of the general land use and development goals set forth in the Revised Regional Plan. Public information centers will be considered for location near development clusters to expand the availability of information. The dispersal effects of the media on residential and industrial locations must be channeled effectively. This should reduce the costs of facility construction and help increase the efficiency of land utilization.

Policy I.2: All communications media shall remain open to the public in full without abridging the freedom of the media to present its own views. Air time and facilities shall be allocated to responsible minority agencies and organizations wherever possible. In conjunction with this policy, local organizations serving the public interest are encouraged to make use of the Region's media in order to publicize programs, activities and issues of local and Regional concern.

Policy I.3: To encourage all libraries in the Region to carry all of the Region's newspapers and provide public access to local information through such other media as cable television and radio.

Policy I.4: To encourage the Region's media to allocate greater time or space to news and information coverage in foreign languages, particularly Spanish, so that all residents of the Region have access to local regional, state and federal information.

Policy I.5: To encourage the Federal Communications Commission to increase the level of local programming allowed on broadcast television and develop standards to limit the adverse effects of National TV programming on public attitudes in general and the attitudes of children in particular.

Policy I.6: To encourage public and private organizations to publish and broadcast public service announcements in Spanish and English in order to ensure equal opportunity for all residents regardless of language.

OBJECTIVE II: To guide the planned expansion of cable television services in a way that will enhance the quality of community life and broaden the public consciousness of the Region.

Policy II.1: To encourage the broad use of cable television in municipal government in order to improve the delivery of labor intensive municipal services.

Policy II.2: To encourage the establishment of a cable television channel devoted to displaying job openings, job training information, unemployment compensation information, and ideas about getting jobs.

Policy II.3: To encourage cable television franchises to be responsive to the Regional needs of its customers especially in education, social services and government access channels. Cable television stations should be encouraged to interconnect their cable systems to provide

broader educational, social service and governmental programming

in all the Region's municipalities.

Policy II.4: To encourage the substitution of communication systems for face-to-face contact where appropriate, such as the use of cable television in business and industry for such purposes as teleconferences, remote shopping and other uses.

Station	Average Number of Local Calls Per Telephone	Average Number of Toll Calls Per Telephone
Valley Cable	1,381	98
Winton	1,266	119
Worcester	1,448	141
Worcester Corporation	1,435	195
Worcester	1,448	100

SOURCE: Annual Reports of Woodbury Telephone Co. and Southern New England Telephone Co., 1960, 1965, 1970, 1975.

TABLE II

Cost and Service Characteristics of the Region's Cable Television, 1975

Station	Installation Charge in Building		Area of Service	Monthly Rate
	Without Cable	With Cable		
Valley Cable	\$19.95	\$10	Worcester	\$7.95
Winton	\$19.95	\$10	Worcester	\$7.95
Worcester	\$19.95	\$10	Worcester	\$7.95
Worcester Corporation	\$19.95	\$19.95 (\$15 Deposit)	Worcester	\$6.95
Worcester	\$19.95	\$19.95 (\$15 Deposit)	Worcester	\$6.95
Worcester	\$19.95	\$19.95 (\$15 Deposit)	Worcester	\$6.95
Worcester	\$19.95	\$19.95 (\$10 Deposit)	Worcester	\$7.95
Worcester	\$19.95	\$19.95 (\$10 Deposit)	Worcester	\$7.95
Worcester	\$19.95	\$19.95 (\$10 Deposit)	Worcester	\$6.95
Worcester	\$19.95	\$19.95 (\$10 Deposit)	Worcester	\$6.95

SOURCE: Cable Television Stations, June, 1975.

Telephone Service and Usage in the Central Naugatuck Valley Region

	1960	1965	1970	1975	% Change 1960-1975
Woodbury Telephone Co.					
Average Number of Local Calls Per Telephone	885	1,379	1,273	1,120	26.5%
Average Number of Toll Calls Per Telephone	171	96	152	166	-2.9
Southern New England Telephone Co.					
Average Number of Local Calls Per Telephone	1,381	1,266	1,448	1,435	3.0%
Average Number of Toll Calls Per Telephone	96	119	144	192	100

SOURCE: Annual Reports of Woodbury Telephone Co. and Southern New England Telephone Co., 1960, 1965, 1970, 1975.

TABLE II

Cost and Service Characteristics of the Region's Cable Television: 1975

Station	Area of Service	Installation Charge in Building		Monthly Rate
		Without Cable	With Cable	
Valley Cable Vision	Naugatuck	\$19.95	\$10	\$7.95
	Beacon Falls	\$19.95	\$10	\$7.95
	Oxford	\$19.95	\$10	\$7.95
Telesystems Corporation	Cheshire	\$14.95	\$14.95 (\$15 Deposit)	\$6.95
	Prospect	\$14.95	\$14.95 (\$15 Deposit)	\$6.95
	Wolcott	\$14.95	\$14.95 (\$15 Deposit)	\$6.95
Waterbury Community Antenna	Waterbury	\$14.95	\$14.95 (\$10 Deposit)	\$7.35
	Middlebury	\$14.95	\$14.95 (\$10 Deposit)	\$7.35
Laurel Cable Vision	Watertown	\$19.95	\$19.95 (\$10 Deposit)	\$6.95
	Thomaston	\$19.95	\$19.95 (\$10 Deposit)	\$6.95

SOURCE: Cable Television Stations, June, 1976.

TABLE III

Newspapers printed in the Central Naugatuck Valley Region and their Area and Volume of Circulation within the Region: 1975

Newspapers	Area of Circulation	Volume	Frequency of Publication
Waterbury/Republican	All 13 Municipalities	30,850	Mornings
Waterbury/American	All 13 Municipalities	40,350	Evenings
The Sunday Republican	All 13 Municipalities	64,933	Sunday
Naugatuck Daily News (1000 Waterbury)	Beacon Falls, Middlebury, Oxford, Prospect, Naugatuck and Waterbury	5,500	Daily
Cheshire Herald	Cheshire	4,800	Weekly
Thomaston Express	Thomaston, Watertown	2,750	Weekly
Town Times	Bethlehem, Middlebury, Naugatuck, Waterbury, Watertown, and Woodbury	3,600	Weekly
Voices	Bethlehem, Middlebury, Southbury, and Woodbury	9,000	Weekly

SOURCE: Telephone interview with each Newspaper's Circulation Department, March, 1975, and Circulation estimates obtained from the Greater Waterbury Chamber of Commerce, July, 1974.

(over)

TABLE IV

Communication Facilities: 1975

Facility	Town of Origin	Channel/Frequency	Power
Radio - AM			
WOWW	Naugatuck	1380	5000 Watts
WQQW	Waterbury	1590	5000 Watts
WWCO	Waterbury	1240	1000 Watts
WATR	Waterbury	1320	5000 Watts (Day) 1000 Watts (Night)
Radio - FM			
WIOF	Waterbury	104.1	20,000 Watts
WATR	Waterbury	92.5	20,000 Watts
Television			
WATR	Waterbury	22	20,000 Watts

	Town of Origin	Channel Capacity	Area Served Within The CNVR
Valley Cable Vision 80 Great Hill Road Seymour, CT 06483	Seymour	24	Beacon Falls, Oxford, Naugatuck
Waterbury Community Antenna 24 East Aurora St. Waterbury, CT 06708	Waterbury	30	Waterbury Middlebury
Telesystems Corp. 683-685 E. Main St. Meriden, CT 06450	Meriden	35	Cheshire Prospect Wolcott
Laurel Cable Vision P. O. Box 576 (339 Main Street) Torrington, CT 06790	Torrington	30	Watertown Thomaston

(over)

TABLE IV (Continued)

Cable Television (Cont.)	Town of Origin	Area Served Within the CNVR	Number of Households Connected to the Cable as of December 31, 1975
Valley Cable Vision	Seymour	Beacon Falls, Oxford, Naugatuck	413 61 4,278
Waterbury Community Antenna	Waterbury	Waterbury Middlebury	11,931 0
Telesystems Corp.	Meriden	Cheshire Prospect Wolcott	0 0 0
Laurel Cable Vision	Torrington	Watertown Thomaston	0 0
			16,683
Newspapers	Town of Origin		Circulation
Waterbury/Republican	Waterbury		Mornings 30,850
Waterbury/American	Waterbury		Evenings 40,350
The Sunday Republican	Waterbury		Sundays 64,933
Naugatuck Daily News	Naugatuck		Daily 5,500
Cheshire Herald	Cheshire		Weekly 4,800
Thomaston Express	Thomaston		Weekly 2,750
Town Times	Watertown		Weekly 3,600
Voices	Woodbury		Weekly 9,000

SOURCE: Greater Waterbury Chamber of Commerce, Circulation estimates as of July, 1974, obtained in telephone survey.

TABLE V: Broadcast Programs Aired Over Cable: April, 1976

Call Letters and Off Air Channel #	City	Affiliation	Valley Cable Vision Co.	Telesystems Corporation	Waterbury Community Antenna, Inc.	Laurel Cablevision
WCBS CH 2	New York, NY	CBS	X	X	X	X
WFSB CH 3	Hartford, CT	CBS	X	X	X	X
WNBC CH 4	New York, NY	NBC	X	X	X	X
WNEW CH 5	New York, NY	IND	X	X	X	X
WABC CH 7	New York, NY	ABC	X	X	X	X
WTHH CH 8	New Haven, CT	ABC	X	X	X	X
WOR CH 9	New York, NY	IND	X	X	X	X
WPIX CH 11	New York, NY	IND	X	X	X	X
WNET CH 13	New York, NY	PBS	X			
WHCT CH 18	Hartford, CT	IND	X	X	X	X
WTBY CH 20	Waterbury, CT	NBC	X	X	X	X
WWLP CH 22	Springfield, MA	NBC		X		X
WEDH CH 24	Hartford, CT	ETV	X	X	X	X
WSHW CH 27	Worcester, MA	IND				X
WHNB CH 30	New Britain, CT	NBC	X	X	X	X
WNYC CH 31	New York, NY	IND	X			
WHYN CH 40	Springfield, MA	ABC		X		X
WXIV CH 41	New York, NY	IND	X	X		
WNJU CH 47	Newark, NJ	IND Spanish	X		X	
WEDW CH 49	Hartford, CT	CPTV	X		X	
WGBY CH 57	Springfield, MA	Educational		X		

X = Available

SOURCE: Cable Television Franchises, April, 1976.

TABLE VI: Local Programs: April, 1976

Valley Cable Vision Co.	CATV Channel #	Waterbury Community Antenna	CATV Channel #
Finance and Sports	11A	Finance and Sports	14
24 Hour News	9A	News	15
Time and Weather	13A	Time and Weather	16
Local Advertising	3B	Government Access	K
Local Programming	10B	Education Access	J
Government Access	10B	Public Access	L
Educational Access	10B		

Laurel Cable Vision	CATV Channel #	Telesystems Corporation	CATV Button #
Public Access	5	Local Information	Top Row
Educational Access	9	Local Weather	Bottom Row
Government Access	11	World News	2
Local Origination	16	Finance and Sports	3
		Government Access	5
		Educational Access	10
		Local Programming	4
		Rave Education	11

SOURCE: Cable Television Franchises, April, 1976.

BIBLIOGRAPHY

1. Committee on Telecommunications, National Academy of Engineering, Communications Technology for Urban Improvement, Report to the Department of Housing and Urban Development, Washington, D.C., June, 1971.
2. Broadcasting, "ANA is Given Sampler of TV Trends", March 3, 1975.
3. _____, "Signs of Public Disenchantment", February 28, 1972.
4. Dorros, Irwin, "Picturephone", Bell Lab RECORD, Vol. 47, No. 5, May/June 1969.
5. Federal Register, Cable Television Report and Order, February 2, 1972, U.S. Government Printing Office, Washington, D.C.
6. Harkness, Richard C., Communication Innovations, Urban Form and Travel Demand, University of Washington, Seattle, Washington.
7. Hirsch, Ralph B., "Cable Communications and the Urban Planner: Will Planners Shape the New Infrastructure?" Urban Telecommunications Forum, September 1972.
8. Institute of Public Service, Cable and the Social Services, Cable Letter 6, University of Connecticut.
9. _____, Municipal Responsibility in Cable, University of Connecticut.
10. _____, How Cable Television Works, Cable Letter 1, University of Connecticut.
11. _____, Developing Your Own TV Programs, Cable Letter 2, University of Connecticut.
12. _____, Developing Your Own TV Programs, Part Two, Cable Letter 4, University of Connecticut.
13. Levinson, Rosalie C., and Jane O. Jevutis, A Union List of Serials of Cooperative Libraries in Central Connecticut (CLICC) and St. Mary's Hospital, 1974 Edition, Published by the Council of Governments of the Central Naugatuck Valley, Waterbury, Connecticut.
14. Meier, Richard I., "The Metropolis as a Transaction Maximizing System", Daedalus, Fall, 1968.
15. Memmott, Frederick W., "The Substitutability of Communications for Transportation", Traffic Engineering, February, 1963.
16. Report of The Sloan Commission on Cable Communications, On the Cable Television of Abundance, McGraw Hill Book Co., New York, 1971.

CENTRAL NAUGATUCK VALLEY REGIONAL PLANNING AGENCY

OFFICERS AND REPRESENTATIVES

CHAIRMAN:

Sherwood L. Rowland, Waterbury

TREASURER:

Robert L. Bean, Middlebury

VICE CHAIRMAN:

William Valletta, Jr., Wolcott

SECRETARY:

Katherine Campbell, Woodbury

REPRESENTATIVES

BEACON FALLS

John McGeever

SOUTHBURY

Benjamin Robin

BETHLEHEM

Victor Allan
Edmund Mierzwinski

THOMASTON

Walter Kloss, Sr.

CHESHIRE

John Larson Campbell
John Milton

WATERBURY

Frank T. Healey, Jr.
Rabbi Arnold Miller
Rocco Pomponio
Sherwood L. Rowland

MIDDLEBURY

Robert L. Bean
Curtis Titus

WATERTOWN

Louis T. Alexander
Stephen F. Jamsky

NAUGATUCK

Eugene S. Hertel
Joan Peterson

WOLCOTT

William Valletta, Jr.
Frank Wendler

OXFORD

Peter Aiksnoras, Jr.
Robert Bowolick

WOODBURY

Katherine Campbell
Esther MacLennan

PROSPECT

Arlene Baker

STAFF

CENTRAL NAUGATUCK VALLEY REGIONAL PLANNING AGENCY

Executive Director
Director
Regional Planner
Regional Planner
Regional Planner

Duncan M. Graham
Alan Lessler
Peter G. Dorpalen
Virginia Mason
Charles Vidich

Office Manager
Secretary

Helen P. Majewski
Peggy Stack