



**The Second Annual Conference on Campus Cable Television**  
UNIVERSITY OF MASSACHUSETTS AT AMHERST  
June 18-21, 1994

# Workshops- June 19th.

Make sure & indicate on your registration form your first and second workshop choices; workshop fees are included within your conference fees, but workshop registration is limited to a first come-first serve basis.

## A. Commercial Insertion

*Presented by Roby Price, Tech Electronics*

Campus cable systems can insert 1-2 minute paid commercials or spot announcements on networks such as ESPN, CNN and MTV using inexpensive equipment. How about a 5 minute campus news program inserted on CNN Headline News? This workshop will explain the commercial insertion process and discuss practical applications for campus systems to benefit and profit from this increasingly popular technique.

## B. Improving Campus Communications and Dealing with Issues Using a Campus Movie Channel

*Presented by Bruce Scott, Swank Motion Pictures and Danny Armitage, Assistant Director, Residence Life, Memphis State University*

Workshop participants will be challenged to see that using a campus movie channel can be a major asset in communicating important messages like "Lock Your Door When Leaving Your Room." Participants will also be challenged to think creatively about the major social and cultural issues which can be addressed more effectively using the movie channel. What other universities are doing with their programs will be a major focus.

## C. Systems Design

*Presented by Ned Lamont, Campus TeleVideo*

You will design your interactive video system based upon your choice of satellite programming, your existing infrastructure and your short and long term goals. Fixed or steerable dishes, coax or fiber, homerun or loop, this workshop will show you how.

## D. RF Coaxial Distribution in the Campus Environment

*Presented by Neil Serafin, Peregrine Communications, Inc.*

This workshop will explain the requirements for a flexible RF coaxial plant in the campus environment. The attendees will be made aware of system design using the latest mapping techniques and equipment available. They will learn how their campus can accommodate the upcoming communications highway. Particular emphasis will be made in the areas of newbuild and retrofit of Cable TV plants.

## E. Tour the Housing Services Cable Network Headend Space.

Get out your walking shoes for a quick trip across campus to view the Headend space and center of day-to-day operations of HSCN.

## About the Area.

The University of Massachusetts at Amherst is located in scenic, rural Western Massachusetts. The town is also home to Amherst and Hampshire Colleges with Mount Holyoke and Smith Colleges less than a half hour drive away.

Amherst is centrally located between two famous metropolitan areas: Boston being two hours to the East and New York City three and a half hours to the South. Springfield, home of the Basketball Hall of Fame is a short half hour drive from Amherst. Other nearby attractions include Historic Deerfield, the Quabbin Reservoir (the water source for the Boston area), the infamous Mohawk trail and Tanglewood in Berkshires, the summer home of the Boston Symphony Orchestra and venue of other fine performance events. Amherst and its surrounding communities offer the visitor unique recreational facilities and historic site-seeing opportunities. June is a wonderful time to visit our area and truly experience New England.

## Sponsoring Vendors.

Adtec Productions, Inc.  
Films Incorporated  
Zenith Electronics Corporation  
Swank Motion Pictures, Inc.  
USA Network / Sci-Fi Channel  
Hughes AML



## Call For Papers: Second Annual Conference on Campus Cable Television

# CAMPUS CABLE: INTO THE FUTURE

June 18-22, 1994  
University of Massachusetts at Amherst

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Our theme this year reflects our vision of providing services to our students through the use of our campus cable television facilities. It is clear from discussions with colleagues that we are broadening the way we look at campus television. As with last year, we are looking for a wide variety of topics covering any aspect of campus cable, from legal issues to programming. This year we also want to look at ways campus cable is being used aside from traditional off-air broadcasts and cable fare. We are looking for presentations that deal with non-traditional uses of campus cable television. For example:

- How our students, faculty and staff are making novel use of campus cable
- Innovative in-house programming formats
- How non-commercial satellite services are being used on college campuses
- New ways to use, coax and/or fiber plants above and beyond the distribution of televised media
- New forms of technology associated with campus cable
- Research projects that look at the uses of campus cable

As with last year we will also welcome proposals that deal with the "nuts and bolts" of cable television.

# The Conference at a Glance.

Many of us are still in the process of thinking about building campus cable systems or getting ready to bring new systems on line. Yet, those of us who have been in this relatively young business are beginning to realize that the existence of a wired-campus can mean so much more than simply facilitating communication or providing entertainment to our students. This year, while we plan to revisit the fundamentals of building and getting a campus cable system on-line, our presenters will also explore novel uses of cable systems. Presentation topics will range from innovative programming strategies to new ways to use your cable or fiber plant to deliver services to students. New ideas and technologies that will carry us into the Future are the focus of what will be an exciting, Second Annual Conference on Campus Cable Television.

## Sat., June 18th

3:00 pm - 5:00 pm

Early conference registration

7:00 pm - 9:00 pm

Informal Buffet. Revisit with old friends and meet new cable folks.

## Sun., June 19th

8:00 am - 9:00 am

Conference registration/coffee

9:00 am - 10:00 am

COCCA Meeting (nominations for Board of Directors and strategy planning)

10:00 am - 12:00 noon

Keynote speech

12:00 - 1:30 pm

Lunch

2:00 pm - 5:00 pm

Workshops & Tour (make sure and indicate your choices on the registration form. Note: first come, first serve basis)

7:00 pm

Formal dinner party

## Mon., June 20th

8:00 am - 8:30 am

Coffee

8:30 am - 10:00 am

Concurrent presentations

10:00 am - 10:30 am

Break

12:00 noon - 1:30 pm

Lunch

1:30 pm - 3:00 pm

Concurrent presentations

3:00 pm - 3:30 pm

Break

3:30 pm - 5:00 pm

Concurrent presentations

7:00 pm

Formal dinner party

## Tues., June 21st

8:00 am - 8:30 am

Coffee

8:30 am - 10:00 am

Concurrent presentations

10:00 am - 10:30 am

Break

10:30 am - 12:00 noon

Concurrent presentations