

# HOW TO BREAK THE CABLE MONOPOLY:

# Level the Playing Field

"Wireless" cable television offers consumers a state-of-the-art alternative to traditional cable television. Despite the fact that wireless subscribers receive a better quality picture and reliable service—often at a fraction of the cost of a cable system—cable operators are guaranteed an unfair advantage in the marketplace.

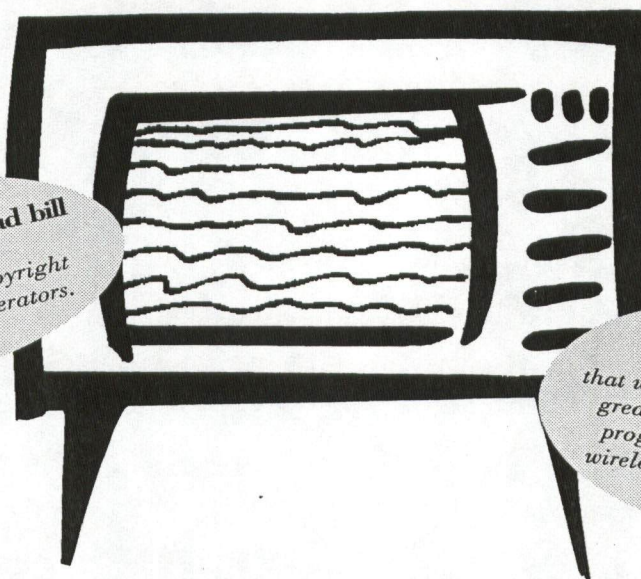
The United States Independent Microwave Television Association, USIMTA, represents more than 1500 individuals and companies involved in wireless cable television. Our goal is to provide the American public an alternative in a competitive and open market.



*USIMTA supports:*

**COMPULSORY  
COPYRIGHT**

**The Boucher-Moorhead bill  
(H.R. 4451)**  
*to extend compulsory copyright  
protection to wireless operators.*



**ACCESS TO  
PROGRAMMING**

**The Tauzin bill  
(H.R. 4525)**  
*that would bar unfair pricing and  
greatly improve access to cable  
programming for operators of  
wireless cable television systems.*

*To learn more about wireless cable television, please contact:*

USIMTA 2300 M Street, N.W., Suite 800, Washington, D.C. 20037 or call Stephanie Breslin at 1-800-4-USIMTA



## MISSION STATEMENT

Founded in 1990, the United States Interactive & Microwave Television Association is the Voice for the merging wireless cable and interactive television industries. USIMTA represents a large and diverse group of more than 2,000 companies and individuals involved in all aspects of the industries, including system operators, license applicants and awardees, telecommunications attorneys, application preparation companies, system builders, equipment manufacturers, and consultants.

Interactive Television or Interactive Video and Data Services (IVDS) is a newly proposed technology being licensed by the Federal Communications Commission that allows television viewers to participate in two-way communication with various third party programmers and service providers. Two-way or "Interactive" TV promises to be one of the fastest growing telecommunications services ever, according to several independent studies.

Wireless cable, or Multi-channel Multi-point Distribution Service (MMDS), currently operates in more than 90 markets, in both rural and urban areas, and serves more than 300,000 subscribers. It offers American consumers a lower cost, quality alternative to conventional cable.

USIMTA's mission is to help ensure that Interactive TV and wireless cable can develop into viable industries. To achieve this goal:

- ♦ USIMTA serves as an active voice and watchdog before congress and the Federal Communications Commission (FCC). It fights to ensure that the Interactive Video and MMDS licensing process remains open and fair to all Americans, including individuals and small businesses. USIMTA is guided by the principle that IVDS and wireless cable must be allowed to compete on a level playing field with conventional cable. Only through free and fair competition will consumers be able to benefit from an alternative to conventional cable, which often is essentially a monopoly. In addition, USIMTA believes public policies should recognize the unique needs of this young industry that must be addressed for it to become economically viable.
- ♦ USIMTA assists in the development of individual franchises by providing technical assistance, timely information on news, trends, and FCC actions, as well as access to research and a network of other people involved in the industry.

USIMTA is committed to continue to represent the industry and ensure that the American public has access to this modern communications service.



# USIMTA/USIPCA established 1990



## History and Articles

- ★ Legislative History
- ★ Barron's Article
- ★ PCS Directory 1995
- ★ Washington Post Article
- ★ McNeil Leher Report



### Regulatory History of USIMTA & USIPCA

USIMTA (United States Interactive and Microwave Television Association)

Founded by Lynnea Bylund 1990.

USIPCA (United States Independent Personal Communications Association)

Founded by Lynnea Bylund 1991.

\* Small Business Auction Issues

July 1996 \*

**USIMTA/USIPCA announce the formation of CENPAR (Committee for Effective Narrowband PCS Auction Rules). CENPAR is an activist coalition of narrowband auction hopefuls intent on maintaining the \$2 million/\$6 million Small Business definition, and other congressionally-mandated advantages, in future narrowband auctions.**

March 1996

USIMTA organizes \$30 million lawsuit on behalf of MMDS applicants against key engineering contracts whose apparently faulty work product led to the dismissal of thousands of MMDS Applications by the FCC. USIMTA also organizes litigation on behalf of the Settlers of the Application Resolution Trust against former trustee Peter Tobia, for dereliction of duty and misappropriation of Trust assets.

December 1995

USIMTA intervenes to cause the resignation of the acting president of member Northeast

Telecom after the Association learns of alleged substantial misappropriation of Northeast investor funds. USIMTA selected noted reorganization expert Daniel J. Demers as trustee to Northeast and reorganization plan commences.

#### August 1995 \*

**USIMTA filed a Petition for Reconsideration of the FCC's June 30, 1995, Report and Order delineating new auction rules for licensing MMDS. The petition argues that the MMDS auction rules promulgated by the FCC are not in accordance with the Communications Act of 1934, and thus the FCC has exceed its statutory authority. The petition also states that the new rules create restraint of trade, will create undo concentration of competition, and that the definition of "small business: to receive advantages (such as 10-year installment payments of winning bids) should be limited to the historical and SBA definition of not greater than \$2million in annual revenues/ \$6 million in assets.**

#### August 1995

USIMTA's attorney's file a fifty page brief in U.S. District Court in support of the MMDS joint Appellants stating that the FCC misapplied its own rules and case precedent to wrongly deny licenses to thousands of sincere MMDS applicants. The brief also points out that millions of rural residents have been denied cable-like services as a result and that the license applications should be reinstated and issued in accordance with the rules that were in effect at the time of the initial filings. USIMTA's attorneys also filed a second Notice of Appeal in District Court representing several hundred additional wrongly dismissed applicants.

#### July 1995

USIMTA founder, president, chair, Lynnea Bylund, is invited to attend a national press conference with the five FCC Commissioners, President Clinton, Vice President Gore, for the eighteen broadband PCS winners in history's biggest auction. (Ms. Bylund herself is one of the eighteen winners.)

#### June 1995

USIMTA corresponds with over 2,500 wireless cable TV small business interests, members, and applicants who were adversely affected by the FCC's wrongful rejection of thousands of license proposals to serve thousands of primarily rural communities. USIMTA establishes the "MMDS Appeals Legal Escrow" and raises \$45,000 for the initial legal costs.

#### May 1995

USIPCA files a Freedom of Information Act (FOIA) request with the FCC to inspect and copy the software and database tools that were used by the PCS to process the 50,000 license applications for SMR service earlier this year. Only 5,000 (10%) of the filings processed resulted in a license grant thus far, prompting USIPCA's FOIA investigation. The software and database used by the PCS to process the recent SMR applications were provided by larger SMR company interests.

#### April 1995 \*



USIMTA/USIPCA file opposing comments to an Emergency Waiver Request by Telephone Electronics Corporation (TEC), a Mississippi-based company with revenues well in excess of \$125 million annually. TEC sought an emergency waiver of the rules that preclude it from participating in the "Entrepreneurial Block" PCS license auctions. USIMTA/USIPCA stated in its filing that the small business ceiling of \$125 million annually is already too high and that it should be reduced to the original \$2 million revenue/\$6 million net-worth standard.

#### March 1995

USIMTA founder, Lynnea Bylund, is invited to meet with President Clinton, Vice President Gore, and FCC Chairman Reed Hundt at a special "Reinventing Government Ceremony" saluting the 18 broadband winners in history's biggest auction. (Ms. Bylund herself is one of the 18 winners.)

#### January 1995 \*

USIMTA/USIPCA file comments on the Commission's Third Memorandum and Order pertaining to the auctioning of PCS narrowband licenses on the Basic Trading Areas. USIMTA/USIPCA comment that all BTA licenses (not just those designated "entrepreneur block") be open to designated entity credits, installment payments, and other advantages accorded D.E.s. USIMTA/USIPCA also comment that the FCC should not issue additional regional licenses in this spectrum, and that "small business" should be defined as companies with \$2 million in yearly revenues and/or \$6 million in net worth, or less. This, contends USIMTA/USIPCA, is the type of companies that Congress intended to receive the special advantages, not those with "up to \$125 million in yearly revenues or \$500 million net worth" as the rules currently allow in broadband PCS.

#### January 1995

USIMTA organizes the industry appeal of a November FCC decision to deny more than 8,000 MMDS application on Reconsideration. The Appeal, as filed in federal court, is the largest such appeal in the history of the FCC in terms of the sheer number of aggrieved applicants. The FCC decision, if left to stand, will significantly delay competitive wireless subscriber television to thousands of rural communities encompassing millions of households.

#### November 1994

CECR (Committee for Effective Cellular Rules), presses its federal court appeal to expand substantially the unserved areas in cellular markets that would be available for application (lottery or auction) by third-party and small business applicants. In oral arguments CECR counsel argued that "the FCC can change its rules from time to time, but it cannot disregard the rules it has made once they are on the books." U.S. appellate court judge, Harry T. Edwards, seemed to argue, telling FCC counsel Roberta Cook that "... we don't allow the Commission to modify its rules without proper rulemaking procedure." "It flies in the face of the Communications Act." A decision is expected from the court in early '95. If USIPCA is successful, many new and valuable unserved areas will be opened for third-party/small-business license applications.

#### November 1994

USIPCA files support comments to the Emergency Motion for Stay of Application Freeze



("Emergency Stay Motion") filed August 30, 1994. USIPCA submits that the Commission's freeze on 800 MHz SMR applications is contrary to the public interest, arbitrary, capricious, and simply unfair to the many small business who have made substantial investments in SMR applications relying in good faith on the Commission's rules.

#### September 1994 \*

**USIMTA/USIPCA files Petition for Reconsideration in response to the FCC Further Notice of Rulemaking pertaining to broadband PCS auctions for C-Block licenses - in its petition, the Associations argued that the commission's incorrect re-definment of "Small Business," for the historical SBA \$2 million revenue/\$6 million asset, to \$40 million revenue/\$125 million asset, will greatly reduce airwave business opportunities for the "true" Small Business in PCS and thus usurp the mandate of Congress.**

#### September 1994

USIMTA files reply comments in response to the Commission's Order and Fourth Notice of Proposed Rulemaking released July 6, 1994, MM Docket No. 9324, FCC 94-148. In its reply comments USIMTA states that it generally supports WCA's position with respect to modifying the ITFS applications process. USIMTA, however, opposes the proposals submitted by WCA regarding Protected Service Area "(PSA)" and financial showing of ITFS applicants.

#### March 1994

USIMTA President, Lynnea Bylund, meets with FCC Chairman, Reed Hundt, to discuss USIMTA's concerns over wrongful rejections of nearly 10,000 small-business MMDS applicants. Ms. Bylund presented the Chairman with the Association's "White Paper on MMDS Application Problems." USIMTA's White Paper describes the FCC's handling of MMDS applications as a "quagmire," and calls the FCC's use of retroactive and discriminatory rule changes as "capricious, arbitrary, and possible illegal."

#### September 1993\*

**USIMTA files comments with FCC arguing that subjecting MMDS to a competitive bidding scheme would be the death knell of the industry. Also in its comments, USIMTA called, once again, for reversal of the FCC's February 1993 ban on settlements, which we stated would be the only way that the FCC could bypass the new auction requirements, promote competition, and spare the FCC's scarce administrative resources.**

#### August 1993

USIMTA files comments arguing that the FCC's continuation of its "temporary" filing freeze has become a transparent display of discrimination against entrepreneurial entities attempting to enter the wireless cable industry

#### July 1993 \*

**USIMTA takes its case against spectrum auctions to Capitol Hill. A package including two sets of testimony (June, 1992, and May, 1993 combating the measure) and a cover letter by Lynnea Bylund were sent to every member of the House Energy and Commerce**



**Committee, the Senate Commerce, Science and Transportation Committee and the House-Senate Budget Conference Committee.**

July 1993

USIPCA files comments with the FCC regarding the Licensing Improvement Act of 1993. This Act, enacted by both Houses of Congress is designed to streamline the spectrum distribution process and thus speed service to the public. USIPCA argues in its comments that the Act contains provisions that directly effect SMR's potential for growth. Related to this, USIPCA stated that SMR should not be re-designated as a "Common Carrier" service.

May 1993 \*

USIMTA submits testimony to the Senate Commerce, Science and Transportation Committee opposing the Clinton Administration and the Committee's plan to distribute the nation's electromagnetic spectrum through a competitive bidding process. USIMTA suggested that Congress would not get as much revenue from a plan as expected and that its implementation would stifle the level of competition and the pace of innovation in the telecommunications industry. USIMTA suggested that a process involving transfer of user fees coupled with a post card lottery schedule would be the most efficient and effective road down which the Congress should travel.

April 1993 \*

USIPCA files comments stating that the FCC should devise rules that foster a competitive and open entry filing environment and ensure an equal playing field for large and small applicants vying for PCS licenses.

March 1993 \*

USIMTA submits comments to the FCC in the Local Multipoint Distribution System Docket. In these comments, USIMTA argued for postcard lotteries, transfer fees and strict anti-trafficking measures as ground rules for the introduction of this service. USIMTA also implored the Commission to ensure that the size of the prospective markets were not so large as to preclude the small or midsized entity from participating. USIMTA submitted that the level of potential innovation by smaller firms was evidenced by the fact that Suite 12, a small business itself, had initially developed the technology.

March 1993

USIMTA files a Petition for Reconsideration in FCC Docket 92-80. The Commission's rulemaking in this proceeding prohibited the forming of settlement groups to increase the odds of entrepreneurs and small entities to win the rights to develop a MMDS market.

December 1992

USIMTA joins the Committee for Effective Cellular Rules (CECR). CECR files emergency motion in U.S. Court of Appeals to postpone Cellular Unserved Area filing process pending clarification of rules.



October 1992

USIMTA successfully lobbies Congress to override President Bush's veto of S-12. It was Congress' first override of a Bush Veto in 36 attempts. The Senate approved the measure 74-25, while the House voted to override 308-114

September 1992

USIMTA holds an Emergency Meeting at its Washington office to discuss strategies to combat the FCC's possible discriminatory return of multi-market applications that violate a proposed "fifty-mile rule." Research and findings are pending.

September 1992

USIPCA attends PCS (Personal Communications Services) round-table discussion held by Federal Communications Bar Association. Among the issues expanded upon by USIPCA were the number of markets, number of operators in each market, eligibility of cellular telephones and cable TV providers to obtain PCS licenses, spectrum allocation, and financial and technical filing requirements.

August/September 1992

USIMTA successfully lobbies both houses of Congress in an effort to pass the S-12 House-Senate Conference report. USIMTA worked with Congress to ensure that Billy Tauzin's amendment was part of this compromise offering.

July 1992

In the weeks leading to the House vote on H.R. 4850 (the House Cable Re-regulation Bill), USIMTA actively lobbied on several fronts to generate grassroots support for the Tauzin Amendment that would provide access to programming for wireless cable. These efforts included the delivery of a personal letter from USIMTA chair, Lynnea Bylund to each member of the House, the distribution on Capitol Hill of a fact sheet contrasting the Tauzin Amendment with a substitute measure, a postcard campaign to Commerce Committee Chairman John Dingell (D-MI) from USIMTA members and phone-bank operation to encourage USIMTA members to urge their congressmen to support the Tauzin amendment.

In a written testimony submitted to the Senate Communication Subcommittee, USIMTA stated its opposition to a plan authorizing the federal government to use auctions to allocate radio spectrum frequencies.

June 1992

USIMTA filed comments opposing the FCC's May 8, 1992, "Notice of Proposed Rulemaking." This rule would ban existing and future alliances for applicants in the same market. In its comments, USIMTA argued that the FCC should:

A. allow pre-acceptance for filing settlements for applications filed under the Same Day Rule and the 60 day window.

B. dismiss all 1983 applications of any party who has forfeited a license.



C. require a party to construct and operate under a first license won in a lottery before being eligible to participate in a second lottery.

#### April 1992

USIMTA filed comments with the FCC urging the Commission to explicitly include wireless along with broadcast and conventional wired cable among the media permitted to use the IVDS systems to interact with its subscribers. Senate Judiciary Subcommittee held hearings on compulsory copyright issues. The President/Chair of USIMTA testified before the House and Senate to propose legislation which would phase out compulsory copyright license by the end of the decade. She advocated a "dual tract" phase-out program for MMDS systems.

#### February 1992

USIMTA submitted testimony to the House on the Compulsory Licensing provision of the United States Copyright Law.

#### December 1991

USIMTA filed an appeal to strike a FCC Ruling which limits the application period for Multichannel Multipoint Distribution Service (MMDS), or wireless cable television, to one day.

#### September 1991

USIMTA filed a petition for declaratory Ruling in response to a May 24, 1991, changing of the interpretation of an FCC directive mandating that "...each person entering a settlement group must demonstrate that the MMDS application was filed without the intention of entering into a settlement group."

#### June 1991

USIMTA filed a Freedom of Information Act Request with the FCC to inspect and copy the Commission's most recent inventory of MDS and MMDS applications, which the Commission's staff had refused to make available to the public for some time. On June 16, 1991, by letter to USIMTA's counsel, the Chief of the Common Carrier Bureau granted the request and the inventory is once again available to USIMTA members and the public.

#### November 1990

USIMTA files a petition for Reconsideration, challenging the FCC's Same Day Rule, This petition was ultimately rejected in October 1991.

#### February 1988

USIPCA predecessor, USICTA, provides oral testimony to U.S. Senate Telecommunication Subcommittee on Rural Cellular Licensing.



November 1987

USIPCA's predecessor, USICTA (United States Independent Cellular Telephone Association), successfully lobbies the U.S. Senate to re-open the entry of small business applicants to the rural cellular licensing process.:9c9



## White Hats or Black?

By Lynnea Bylund  
Featured Headline Letter to Editor -- Barrons Financial Times  
-- September 26, 1994

To the Editor:

Your recent articles by Richard Karp and Jim McTague regarding alleged wireless scams did further damage to an already maligned fledgling industry whose biggest sin is the battle cry of much needed competition to its predecessor -- Big Cable.

When a land rush occurs on the airwaves, it is called a "spectrum grab", and that is what has been occurring in wireless communications services during the past decade, replete with the same cast of characters as in previous era: "greedy land barons," "bungling bureaucrats," "gun-toting federal marshals," fast-buck land brokers" and, of course, the earnest homesteaders" vying for a piece of the American dream.

In such (often contrived) chaos, its easy to mistake good guys for bad guys, and vice versa. We cite as example the many settlers of 19th (and 20th) century America who were shot while attempting to stake their claims. In fact some were shot in the back by federal marshals doing the dirty work of the local cattle or mining baron. The same may still hold true today.

The confusion is further exacerbated by the overreliance that many wireless entrepreneurs are placing on the promotion and sale of general partnership interests in order to raise funds. General partnerships, by definition, aren't securities and some wireless promoters are making every possible effort to avoid being construed as offering such. Many small wireless cable developers, operators and licensees are deeply thankful that these non-traditional financing sources are available. Such capital sources have been a tremendous



boon to an industry that has otherwise been starved and nearly scuttled for lack of traditional financincing.

General partnerships promoters must deal with the realities of 40% - 50% cost-of-unit-sale (i.e., immediate evaporation of capital). However, most wireless partnership promoters disclose such marketing costs and other relevant risks and factors, allowing a prospective partner to make an informed decision.

The current wave of regulatory action in wireless is not in itself proof of guilt, and neither have there been allegations of criminal wrongdoing, which Barron's seems to imply. What is actually occurring is a classic skirmish between the haves and have-nots of wireless. The small number of large operators currently in position of monopolizing wireless cable now have access to huge pools of capital, while the small entrepreneurs and FCC license holders are being squeezed out of the game with the help of numerous agencies, including the FCC, SEC, FTC and various state attorneys general.

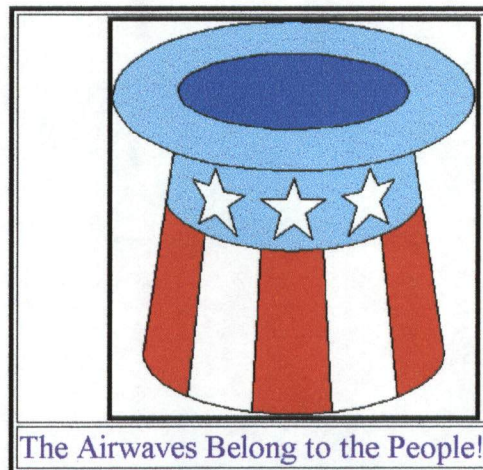
**Regulators** have been reluctant or unwilling to provide wireless partnership promoters with solid guidelines *and are hell-bent on shooting first and asking questions later.*\*\* Result: still more pioneers being shot in the back. The United States and Interactive Television Association was started in 1990 as a watchdog and trade organization representing thousands of companies and individuals attempting to make a go of it in wireless. USIMTA was also created to keep tabs on those who would abandon 50 years of airwave licensing policy, the Communications Act of 1934, the Constitution and a birthright: The airwaves belong to the people!

**\*\*This was the top mailbag headline.**

**By Lynnea Bylund — Barron's Financial Times — 9/26/94 — Mailbag**

## **PCS Focus 95/96 --The Directory of the PCS Industry**

South Seas Satellite Communications -- S3C won the A block broadband PCS license in American Samoa, a US territory of 55,000 inhabitants in the South Pacific. S3C's





winning bid totaled \$214,555 an average of \$4.55 per pop.

The company was formed in late 1994 for the express purpose of bidding for PCS spectrum in American Samoa. S3C's aim is to overhaul the regions telecommunications services through PCS. S3C is expected to use CDMA technology for its PCS business.

Ms. Bylund, S3C President, says: "This provides a unique opportunity both technologically and for consumers. The newly won PCS license builds on our strengthening wireless presence in American Samoa. S3C is ready to usher in a new world of wireless technologies and services to American Samoa community. We are developing the wireless communications hub for the South Pacific region."

S3C also plans to bid in the BTA license C block for entrepreneurs in Guam and the Northern Mariana Islands. Ms. Bylund is also chair of two industry trade associations for small businesses involved in wireless communications: USIMTA and USIPCA, established in 1990 and 1991 respectively. These associations represent wireless entrepreneurs, manufacturers and license applicants.

Lynnea Bylund adds: "Instant anytime, anywhere, low-priced, stream-of-consciousness wireless communications will displace the old top-down copper carcass telecommunications paradigm. Digital voice, video and data will be transported at high speeds. High volume information exchange will forever change the way we live, work, and think. PCS will bring a new meaning to an old slogan: "reach out and touch someone, or everyone! Interconnect now!"



## Lobby -- The Airwaves Belong to the People!

★ My lobby partner / General Counsel for these trade organizations is none other than, Adrian Cronauer, the real life character who was portrayed by Robin Williams in the true story movie "Good Morning Vietman." Adrian and I continue to work and scheme together to date!



# USIMTA

UNITED  
STATES  
INTERACTIVE &  
MICROWAVE  
TELEVISION  
ASSOCIATION

"THE VOICE OF TV'S NEW PARADIGM"™



## USIMTA Testifies Before Congress

*Spectrum Auctions Appear Imminent*

Looking for new ways to reduce the budget deficit, the Clinton Administration has called recently for a broad new program to auction the nation's airwaves, a proposal that could affect everything from new wireless communications services to emerging technologies for transmitting radio and television programming. Similar proposals, which boasted considerable support from the Reagan and Bush administrations, historically met with opposition from House and Senate Democrats. Now, with vigorous support from a Democratic White House and all of Washington hungry for new sources of Federal Reserve, the idea is quickly picking up steam.

USIMTA, concerned about the quickened pace of this proposal, has taken steps to combat impending legislation. USIMTA's president and chair, Lynnea Bylund, recently submitted testimony to the Telecommunications

and Finance subcommittee of the House Energy and Commerce Committee arguing that spectrum auctions would allow the entrenched, capital rich telecommunications companies an unfair advantage in the spectrum licensing process. Those disproportionately excluded from this process, we believe, would be the small and mid-sized applicants who none the less possess the necessary technical merit, skill and innovation to operate the services but lack the financial might required to "buy" the frequencies.

The Federal Communications Commission has recognized this quandary and has attempted to address it. In a recent Notice of Proposed Rulemaking for the new Personal Communications Services, the Commission attempted to reconcile its concern that spectrum auctions would thwart the efforts

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Boston wireless developer and USIMTA director John Marple meets with Lynnea Bylund and screen actress Jacquelin Bisset, while attending an Interactive TV demonstration at the Cable '93 conference held in San Francisco this past June.

## Message From The Chair

BY LYNNEA BYLUND

In light of a flurry of correspondence and controversy generated in scores of trade journals and literally thousands of mainstream media broadcasts and publications, I felt the need to write this special message in the spirit of clarifying USIMTA's mission and distinguishing our membership.

USIMTA was started in mid 1990 to represent newcomers to MMDS and others who felt that their voice and business interests were not adequately represented in Washington and elsewhere. While it is true that a few of USIMTA's members continue to be involved in applications services for MMDS, LPTV, ITFS, IVDS, LMDS and

other FCC licensed technologies (there were six application firms at last count), these members constitute a minority of our total membership which currently exceeds 3000 individuals and companies.

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## IN MY VIEW

# Wireless Goes Mainstream

BY JOHN RAINES

The wireless cable industry has gone mainstream. No longer are our multi-channel television wireless delivery systems considered anomalies in the halls of Congress, at the FCC and on Wall Street. Congress has recognized wireless pay TV systems as legitimate competition for coaxial cable systems, and it has enacted legislation which could permit the FCC to foster growth of the industry much as it did for franchised cabled systems during the eighties.

Being part of the mainstream forces us to look at our role from new perspectives. How do we see ourselves now? How does the public perceive us today as opposed to how it perceived us last year? Last year our battle cry was for the right to be part of the system. Today we must use the system to succeed. Using the system might very well appear humdrum and boring compared to the excitement generated in the David and Goliath struggles to obtain competitive rights over the last few years.

Preparing business plans for the wireless systems that involve absolutes as opposed to best case scenarios

Frank Sinatra's sage observation . . . "the best revenge is overwhelming success."

Now that we have



Mitchell Communications Corp. president John Raines shown here with Lynnea Bylund while attending this year's Presidential Inauguration.

means that we must become highly professional in forecasting and operating businesses. Obviously it will not be easy to explain the bumps in the road . . . Microband, Cleveland, Albany Corpus Christi and others . . . but don't forget that in the early eighties cable had to explain away early failures in Bridgeport, Oakland, and hundreds of urban and suburban communities. Cable's real long-term success began when the FCC and Congress opened the road for it to move into the mainstream.

It has been a long, hard struggle to move into the mainstream. Now the wireless industry can live up to

the right to compete, it means we have to compete for the investment dollars as well as the consumers' dollars. It is certainly no secret that much of the money that has come into wireless over the last few years has come from nontraditional sources. Just as syndicated general partnerships have provided an initial boost to wireless systems. While we make the analogy primarily for historical reference, we believe the syndicated general partnerships are being

refined, and such a refinement will provide effective capitalization for wireless as well as an attractive investment for those seeking growth and appreciation.

Joining the mainstream carries with it responsibilities to build and conduct business in a highly professional manner. While we do not here discuss all the nuances that adhere to businesses that operate in the mainstream as opposed to the fringes, all of us who have positioned our companies should be prepared to accept all the responsibilities that go along with the lawful rights given to us by law.

*John Raines is a 30 year cable veteran and President of Mitchell Communications Corp., a telecommunications consulting company and owner/operator of MMDS systems serving Salina, Kansas, and San Luis Obispo and Chico, California.*