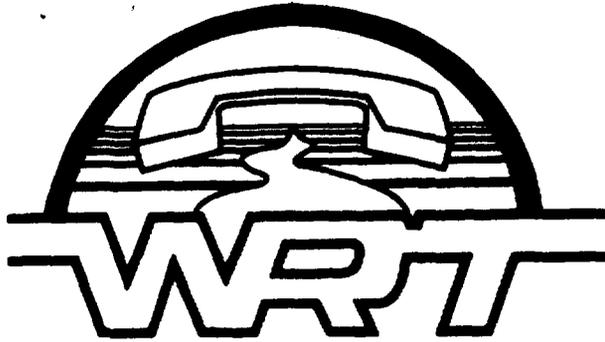


**EXHIBIT 7**



July 27, 1994

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**WEST RIVER**

**TELECOMMUNICATIONS COOPERATIVE**

P.O. BOX 467 HAZEN, NORTH DAKOTA 58545

TELEPHONE: (701) 748-2211

FAX: (701) 748-6800

RECEIVED

AUG 01 1994

FCC MAIL ROOM

*The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW Rm. 814  
Washington, DC 20554*

**RE: Cable Competition Report  
CS Docket No. 94-48**

*Dear Chairman Hundt:*

*I am writing this letter in support of the Comments of the National Rural Telecommunications Cooperative (NRTC) in the matter of Implementation of Section 19 of the Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.*

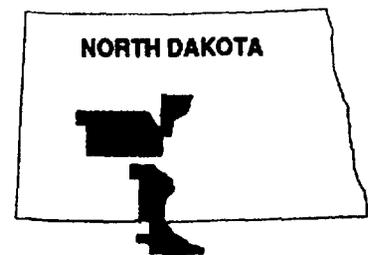
*As a rural telephone member of NRTC and a distributor of the DIRECTV Direct Broadcast Satellite (DBS) television service, my company is directly involved in bringing satellite television to rural consumers in North and South Dakota.*

*However, despite passage of the 1992 Cable Act, my company's ability to compete in our local marketplace is being hampered by our lack of access to programming owned by Time Warner and Viacom.*

*This programming, which includes some of the most popular cable networks like HBO, Showtime, Cinemax, The Movie Channel, MTV, Nickelodeon and others, is available only to my principal competitor, the United States Satellite Broadcasting (USSB), as a result of an "exclusive" contract signed between USSB and Time Warner/Viacom.*

*In contrast, none of the programming distribution contracts signed by DIRECTV are exclusive in nature, and USSB is free to obtain distribution rights for any of the channels available on DIRECTV.*

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**SERVING THE AREA OF NORTH DAKOTA AND SOUTH DAKOTA ...**

*The Honorable Reed Hundt, Chairman, FCC*

*July 27, 1994*

*Page 2*

*Mr. Hundt, West River Telecommunications agrees with the NRTC that these exclusive programming contracts run counter to the intent of the 1992 Cable Act. I believe that the Act prohibits any arrangement that prevents any distributor from gaining access to programming to serve non-cabled rural areas. Under the present circumstances, if one of my DIRECTV subscribers also wishes to receive Time Warner/Viacom product, that subscriber must purchase a second subscription to USSB service. This hinders effective competition, and as a consequence keeps the price of the Time Warner/Viacom channels unnecessarily high. It also increases consumer confusion at the retail level.*

*Not having access to the Time Warner/Viacom services has also adversely affected my ability to compete against other sources for television in my area.*

*We believe very strongly that the 1992 Cable Act flatly prohibits any exclusive arrangements that prevent any distributor from gaining access to cable programming to serve rural non-cabled areas. That is why we supported the Tauzin Amendment, embodied in Section 19 become a reality in rural America. I strongly urge you to banish the type of exclusionary arrangements represented by the USSB/Time Warner/Viacom deal.*

*Thank you for your consideration in this matter.*

*Sincerely,*



*Rockne T. Bonsness  
Marketing Representative*

*RTB/co*

*cc:*

*The Hon. Representative Earl Pomeroy, North Dakota*

*The Hon. Representative Tim Johnson, South Dakota*

*The Hon. Senator Kent Conrad, North Dakota*

*The Hon. Senator Byron Dorgan, North Dakota*

*The Hon. Senator Thomas Daschle, South Dakota*

*The Hon. Senator Larry Pressler, South Dakota*

*William F. Caton, Secretary*

*The Hon. James H. Quello*

*The Hon. Andrew C. Barrett*

*The Hon. Susan Ness*

*The Hon. Rachelle B. Chong*



HUMBOLDT COUNTY RURAL ELECTRIC COOPERATIVE

HUMBOLDT, IOWA 50548

515-332-1616

July 28, 1994

The Honorable Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street, NW, Rm. 814  
Washington, DC 20554

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RECEIVED

JUL 29 1994

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

RE: Cable Competition Report  
CS Docket No. 94-48

Dear Chairman Hundt:

I am writing this letter in support of the Comments of the National Rural Telecommunications Cooperative (NRTC) in the matter of Implementation of Section 19 of the Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.

As a rural electric member of NRTC and distributor of the DIRECTV™ direct broadcast satellite (DBS) television service, our cooperative is directly involved in bringing satellite television to rural consumers.

However, despite passage of the 1992 Cable Act, our cooperative's ability to compete in our local marketplace is being hampered by our lack of access to programming owned by Time Warner and Viacom.

This programming, which includes some of the most popular cable networks like HBO, Showtime, Cinemax, The Movie Channel, MTV, Nickelodeon, and others, is available only to our principal competitor, the United States Satellite Broadcasting Co. (USSB), as a result of an "exclusive" contract signed between USSB and Time Warner/Viacom.

In contrast, none of the programming distribution contracts signed by DIRECTV™ are exclusive in nature, and USSB is free to obtain distribution rights for any of the channels available on DIRECTV™.

Mr. Hundt, our cooperative agrees with the NRTC that these exclusive programming contracts run counter to the intent of the 1992 Cable Act. I believe that the Act prohibits any arrangement that prevents any distributor from gaining access to programming to serve non-cabled rural areas. Under the present circumstance, if one of our DIRECTV subscribers also wishes to receive a Time Warner/Viacom product, that subscriber must purchase a second subscription to the USSB service. This hinders effective competition, and as a consequence keeps the price of the Time Warner/Viacom channels unnecessarily high. It also increases consumer confusion at the retail level.

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Not having access to the Time Warner/Viacom services has also adversely affected our ability to compete against other sources for television in our area.

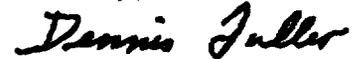
The Honorable Reed Hundt, Chairman  
Federal Communications Commission  
Page 2  
July 28, 1994

We believe very strongly that the 1992 Cable Act flatly prohibits any exclusive arrangements that prevent any distributor from gaining access to cable programming to serve rural non-cabled areas. That is why we supported the Tauzin Amendment, embodied in Section 19 of the Act.

We ask the FCC to remedy these problems so that the effective competition requirements of Section 19 become a reality in rural America. I strongly urge you to banish the type of exclusionary arrangements represented by the USSB/Time Warner/Viacom deal.

Thank you for your consideration in this matter.

Sincerely,



Dennis Fuller  
Manager

cc: The Honorable Senator Charles Grassley  
The Honorable Senator Tom Harkin

Suite 454  
5 Radnor Corporate Center  
100 Matsonford Road  
Radnor, PA 19087



(610) 341-1801  
(610) 341-1835 Fax

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July 26, 1994

**RECEIVED**  
JUL 29 1994  
FCC MAIL ROOM

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW  
Room 814  
Washington, DC 20554

RE: Cable Competition Report  
CS Docket No. 94-48

Dear Chairman Hundt:

I am writing this letter in support of the Comments of the National Rural Telecommunications Cooperative (NRTC) in the matter of Implementation of Section 19 of the Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.

As a rural cable television provider, affiliate of the NRTC and provider/distributor of DIRECTV™ direct broadcast satellite (DBS) television service, my company is directly involved in bringing satellite television to rural consumers.

However, despite passage of the 1992 Cable Act, my company's ability to compete in our local DBS marketplace is being hampered by our lack of access to programming owned by Time Warner and Viacom.

This programming, which includes some of the most popular cable networks such as HBO, Showtime, Cinemax, The Movie Channel, MTV, Nickelodeon and others is available to my principal competitors, United States Satellite Broadcasting Company (USSB) and Primestar. It is not available to Pegasus (or DIRECTV™) as a result of an "exclusive" contract signed between USSB and Time Warner/Viacom.

In contrast, none of the programming distribution contracts signed by DIRECTV™ are exclusive in nature, and USSB is free to obtain distribution rights for any of the channels available on DIRECTV™.

Mr. Hundt, my organization agrees with the NRTC that these exclusive programming contracts run counter to the intent of the 1992 Cable Act. I believe that the Act prohibits any arrangement that prevents any distributor from gaining access to

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July 26, 1994

Page 2

programming to serve non-cabled rural areas. Under the present circumstance, if one of my DIRECTV™ subscribers also wishes to receive Time Warner/Viacom product, that subscriber must purchase a second subscription to the USSB service. This hinders effective competition, and as a consequence keeps the price of the Time Warner/Viacom channels unnecessarily high. It also increases consumer confusion at the retail level.

Not having access to the Time Warner/Viacom services has also adversely affected my ability to compete against other sources for television in my area.

We believe very strongly that the 1992 Cable Act flatly prohibits any exclusive arrangements that prevent any distributor from gaining access to cable programming to serve rural non-cabled areas. That is why we supported the Tauzin Amendment, embodied in Section 19 of the Act.

We ask the FCC to remedy these problems so that the effective competition requirements of Section 19 become a reality in rural America. I strongly urge you to banish the type of exclusionary arrangements represented by the USSB/Time Warner/Viacom deal.

Thank you for your consideration in this matter.

Sincerely,



Marshall W. Pagon  
President, CEO

cc: **William F. Caton, Secretary**  
The Hon. James H. Quello  
The Hon. Andrew C. Barrett  
The Hon. Susan Ness  
The Hon. Rachelle B. Chong

# SOUTHWEST TEXAS COMMUNICATIONS, INC.

P.O. Box 347  
Rocksprings, TX 78880  
Phone: (210)683-2326

DOCKET FILE COPY ORIGINAL

July 22, 1994

RECEIVED  
JUL 26 1994  
FCC MAIL ROOM

William F. Caton  
Secretary  
Federal Communications Commission  
1919 M St., NW, Rm. 222  
Washington, DC 20554

Dear Secretary Caton:

Attached please find a copy of the letter I have sent to Chairman Reed Hundt concerning Section 19 of the 1992 Cable Act. As a rural telephone member of the National Rural Telecommunications Cooperative (NRTC), Southwest Texas Communications is a distributor of Direct Broadcast Satellite (DBS) television programming services to rural consumers. We would appreciate our opinion being strongly voiced concerning the matter addressed in the attached letter.

Thank you for your attention in this matter.

Sincerely,



Steven Smart  
General Manager

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Your Authorized DIRECTV Distributor

**RECEIVED**  
JULY 22, 1994  
JUL 26 1994

**FCC MAIL ROOM**

**The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Rm. 814  
Washington, DC 20554**

**RE: Cable Competition Report  
CS Docket No. 94-48**

**Dear Chairman Hundt:**

**I am writing this letter in support of the Comments of the National Rural Telecommunications Cooperative (NRTC) in the matter of Implementation of Section 19 of the Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.**

**As a rural telephone member of NRTC and distributor of the DIRECTV™ direct broadcast satellite (DBS) television service, my company is directly involved in bringing satellite television to rural consumers.**

**However, despite passage of the 1992 Cable Act, my company's ability to compete in our local marketplace is being hampered by our lack of access to programming owned by Time Warner and Viacom.**

**This programming, which includes some of the most popular cable networks like HBO, Showtime, Cinemax, The Movie Channel, MTV, Nickelodeon and others, is available only to my principal competitor, the United States Satellite Broadcasting Co. (USSB), as a result of an "exclusive" contract signed between USSB and Time Warner/Viacom.**

**In contrast, none of the programming distribution contracts signed by DIRECTV™ are exclusive in nature, and USSB is free to obtain distribution rights for any of the channels available on DIRECTV.**

**Mr. Hundt, my organization agrees with the NRTC that these exclusive programming contracts run counter to the intent of the 1992 Cable Act. I believe that the Act prohibits any arrangement that prevents any distributor from gaining access to programming to serve non-cabled rural areas. Under the present circumstance, if one of my DIRECTV subscribers also wishes to receive Time Warner/Viacom product, that subscriber must purchase a second subscription to the USSB service. This hinders effective competition, and as a consequence keeps the price of the Time Warner/Viacom channels unnecessarily high. It also increases consumer confusion at the retail**

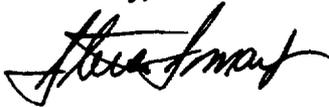
**level. Not having access to the Time Warner/Viacom services has adversely affected my ability to compete against other sources for television in my area.**

**We believe very strongly that the 1992 Cable Act flatly prohibits any exclusive arrangements that prevent any distributor from gaining access to cable programming to serve rural non-cabled areas. That is why we supported the Tauzin Amendment, embodied in Section 19 of the Act.**

**We ask the FCC to remedy these problems so that the effective competition requirements of Section 19 become a reality in rural America. I strongly urge you to banish the type of exclusionary arrangements represented by the USSB/Time Warner/Viacom deal.**

**Thank you for your consideration in this matter.**

**Sincerely,**

A handwritten signature in cursive script, appearing to read "Steven Smart".

**Steven Smart**

**cc:**

**The Honorable Representative Henry Bonilla**

**The Honorable Senator Kay Hutchison**

**William F. Caton, Secretary**

**The Hon. James H. Quello**

**The Hon. Andrew C. Barrett**

**The Hon. Susan Ness**

**The Hon. Rachelle B. Chong**

**EXHIBIT 8**



**Interstate Satellite Services, Inc.**  
305 3rd Ave. S. - P. O. Box 1008  
Clear Lake, South Dakota 57226-1008

(605) 874-8494

July 20, 1994

DOCKET FILE COPY ORIGINAL

RECEIVED

JUL 26 1994

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Room 814  
Washington, DC 20554

FCC MAIL ROOM

Dear Chairman Hundt:

I am writing this letter to confirm my support of the comments filed by the National Rural Telecommunications Cooperative (NRTC) in the matter of Implementation of Section 19 of the Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.

I have a vested interest in this docket as I am the General Manager of a telephone cooperative that formed a wholly owned subsidiary for the purpose of providing DIRECTV to rural residents in eastern South Dakota and western Minnesota. These rural customers do not and will not have access to cable TV plus their current off-air reception using roof-top antenna's varies from very poor to somewhat adequate. Even though the offerings we will be able to provide far surpass what these households currently receive, we, as yet, cannot provide these households with the same programming that their relatives and friends can obtain just because they live in a nearby community that has cable TV. This fact of life exists because we do not have access to all of the programmers the cable TV companies do. These folks simply want the same opportunity and you and the Commissioners can and must provide this.

The have-nots cannot receive the Time Warner and Viacom programming, like HBO, Showtime, Cinemax, The Movie Channel, and other similar type programming because of the "exclusive" distribution arrangements that were made with United States Satellite Broadcasting Co., Inc. (USSB). It is unbelievable these rural households can finally have high quality TV programming delivered to their house at an affordable price and then they are excluded from many choices because of exclusivity. Can you imagine waiting 15-20 years for TV programming like their small town acquaintances have and then be denied full selectivity!

I have been told that none of the DIRECTV programming contracts are exclusive contracts and they shouldn't be. Likewise, USSB

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should not be able to have exclusive programming rights. I ask you to examine this problem as soon as possible, take whatever action is necessary to correct the problem, and let's get on with providing rural folks the maximum choices available. Anything less is unacceptable.

Sincerely,

Dean E. Anderson  
General Manager

cc: ✓ Mr. William F. Caton  
Secretary  
Federal Communications Commission  
1919 M St., NW, Room 222  
Washington, DC 20554

The Honorable James H. Quello  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Room 802  
Washington, DC 20554

The Honorable Andrew C. Barrett  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Room 826  
Washington, DC 20554

The Honorable Susan Ness  
Federal Communications Commission  
1919 M St., NW, Room 832  
Washington, DC 20554

The Honorable Rachelle B Chong  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Room 844  
Washington, DC 20554

EXHIBIT 9



Stanley E. Hubbard  
President & COO

August 31, 1994

Ms. Judy S. Davisson  
2306 Danbury Drive  
Colleyville, TX 76034

Dear Ms. Davisson:

I read with interest your recent comments in the FCC's proceeding on the status of competition in the market for the delivery of video programming (CS Docket 94-48). It occurred to me when I read your comments that you may be unaware of USSB's open retail policy.

USSB's open retail policy permits any satellite or consumer electronics retailer who qualifies as a DSS™ dealer for RCA or other brands, abides by USSB's policies and procedures, and maintains USSB's standards of customer service excellence to offer USSB's programming packages in conjunction with DSS™ equipment sales. NRTC affiliates, consumer electronics dealers, and home satellite retailers who wish to take advantage of USSB's open retail policy can call USSB's toll-free dealer hot line: 800-898-USSB. Everyone who is interested in participating in DSS™ opportunities in general, and USSB's open retail plan in particular, is urged to call.

USSB has been working to provide DBS service to America since 1981. We are excited about this new service that, together with DirecTv, we are providing to all Americans—rural, urban, and suburban; and I am pleased that you are making it possible for consumers in your area to receive DBS service.

The shared DSS™ system offers all DBS consumers—your customers and neighbors—the opportunity to receive the complementary programming offered by both USSB and DirecTv. As a result of the shared DSS™ system, and because none of the programming of DirecTv duplicates the offerings of USSB, DBS consumers now have a wider variety of programming choices available to them than are available over any cable system I have ever seen. Some NRTC affiliates who are aware of USSB's open retail policy and who recognize the benefits of being able to offer USSB programming to their customers in addition to DirecTv programming, are already participating and profiting from USSB's retail program.

As you may not be aware, we will be advertising nationally, and will be offering a free month of our programming to all DSS™ households. Our objective in making this offer is so that all our retailers could offer this compelling consumer value as part of their service to their customers as well as ensure all DSS™ homes get the best opportunity to experience the full value of the system. We would hope you would make this offer available to all of your customers as well.

Why not offer your customers all of the programming available over the DSS™ system? If you wish to take advantage of USSB's open retail policy, please give us a call at 800-898-USSB or call me directly at 612-642-4250. Let's work together to make DBS a success.

Sincerely,

A handwritten signature in black ink, appearing to read "Stanley E. Hubbard", is written over a white background. The signature is fluid and cursive, with a long horizontal stroke at the end.

Stanley E. Hubbard  
President