



cablesystems pacific

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An open letter to
Minority businesspeople and workers:

Cablesystems believes that minority-owned firms can perform as well as any in our business community. Therefore we made a commitment to the Portland City Council, as part of our current application for the eastside cable television franchise, which we wanted to make sure you knew about.

If granted the franchise, we will:

- A. Inventory our entire first year's expected consumption of goods, furnishings, and services;
- B. Hire a full-time Minority Business Enterprise administrator, and appoint a Minority Sub-committee from our Citizens Advisory Committee to assist the administrator;
- C. Issue a list of all our goods and service needs to certified minority firms, inviting expressions of interest and more detailed information on each firm's capabilities;

(Note: In our program, "Minority" means Blacks, Spanish Americans (Hispanics), Asians, American Indians (Native Americans), Aleuts, and Eskimos. "Minority Business Enterprise" -- "MBE" -- means a business, 51% of which is owned by minorities, or in which 51% of outstanding stock is owned by minorities.)

- D. Review responses from area MBE firms, then determine if sufficient minority firms are available to participate in the open, competitive bid process.

In a nutshell, we intend that at least 18% of our staff will be employed from minority groups, that 18% of our purchases and contracts will be only from minority businesses, and that MBEs will be stimulated to bid on the remaining 82% of our work.

Except for coaxial cable and amplifiers, which we already buy on a contractual basis from manufacturers, we are planning to have minorities help us build our studio facilities and satellite receiving areas; sell us office supplies, equipment, and furnishings, and serve on our production and technical staffs.

We hosted a meeting of 50 minority business leaders in Portland on July 17, soliciting their comments and making them part of our now-formal MBE program. We told them, and tell you, that we will not simply offer opportunity...we will help it along.

Specifically, we pledge to provide cable installation technical training at no charge to contractors, to de-emphasize bonding requirements which bog-down so many construction projects, and to give project management ongoing technical assistance based on our 28 years experience with cable television.

Together, we will make a fine team. We wanted you to know the full details of our approach to this partnership.

Sincerely,

John E. Cerio

Director of Franchise Development