

# Congratulations Service Electric

on receiving the 2020 Cay Galgon Life House Guardian Angel Award and for serving & supporting the community for over 70 years.



**John M. Walson  
– Continuing  
the Legacy**

John, current President of Service Electric, continues with his Father and Grandfather's legacies.

**1948**

## 1948 – John Walson Sr. – Founder of Cable Television

As an employee of Pennsylvania Power & Light Company, Walson and his wife Margaret also operated an electric appliance store in Mahanoy City. In 1947, they began selling television sets. However, residents in the area could not receive the three Philadelphia network stations because mountains surrounded the city. An antenna tower was built on a nearby mountain and, in searching for a way to increase TV sales, Walson constructed a line from that antenna site to his appliance warehouse and later to his store. He then began adding new antennas and boosters and wiring individual homes. Hence, in 1948, cable television was founded.

Service Electric Cable TV was also the first cable television company to debut HBO (Home Box Office) in November of 1972.

In 1979, Congress of the United States recognized his pioneering achievements.

**1993**

## John E. Walson – Pioneer in the Communications Industry

John E. Walson carried on his father's legacy serving as President until his untimely death in 2012. He continued his father's legacy as he pioneered Service Electric in the communications industry.

In 1994, John was instrumental in partnering with other companies to found PenTeleData. Service Electric's founders saw what the future might hold for this "information superhighway" and strategically planned accordingly. Together as PTD, they serve 28 counties in Pennsylvania and New Jersey.

In 2002, he introduced the triple play package of phone, high-speed internet and HD digital cable.

**TODAY**

He leads the company as the recognized leader for over 70 years. He continues with the beliefs of those before him and that is the ongoing commitment to the communities it serves and to its subscribers.

Service Electric continues to contribute to the community in many ways including the following areas:

**HEALTH** – Service Electric was the first cable company to offer teleradiology/telemedicine to local hospitals.

**SAFETY** – They provide a microwave backbone system offering community radio dispatch, fire, police and ambulance communications.

**EDUCATION** – Service Electric's fiber backbone network has linked school districts, libraries and colleges through cable modems offering students the opportunities for distance learning, video conferencing, etc.

**BUSINESS** – Service Electric was the first cable company in the Lehigh Valley to offer commercial internet over television coaxial cable.

## SEE HOW SERVICE ELECTRIC HAS GROWN...

	YEAR	# OF EMPLOYEES	PRESIDENT/CEO	# OF OFFICES	GEOGRAPHY COVERED
THEN	1948	5	John Walson, Sr.	1	Mahanoy City, PA
NOW	2020	415	John M. Walson	4	Greater Lehigh Valley; Wilkes-Barre Area; Hunterdown, NJ

**SERVICE ELECTRIC**

**CABLE TV & COMMUNICATIONS**