

Maybe in the early days of TV broadcast, the present scheme was more worthwhile. The technology was new and the cultural impact was unknown. In 1996 we know that more American households have TVs than phone service. Broadcast news have replaced printed news consumption for a generation that was born with TVs. It is not realistic or fair to imagine that TV broadcasters are not making money on their avocation. So stop the public subsidy of private profits!!

Let the networks shriek "foul"! It is high time that Americans got a better value for their broadcast dollar. If any American business person wants to pursue broadcasting, let them pay for it in an equitable manner than does not acknowledge or credit past presence in the industry. Oh sure, you will probably hear the arguments about how the costs of broadcasting will be passed on to the helpless consumer, but if we truly have a free enterprise society, American consumers will be the ones to decide what TV viewing is worth to them and their household budget.

I urge to you to reject any proposals that blanket transition all analog broadcast to digital transmissions. Most Americans don't have the disposal income needed to replace their well-worn TV for a new model that reads the digital signal and costs 5 times as much. Even affording a \$200. converter would be a substantial burden to single income families.

In summary, I hope that in your role as Chairman of the FCC you act to re-calibrate the broadcast mogul pigs with a reality trip to the trough. The swill associated with contemporary broadcasting will only serve to denigrate a great nation. The images we serve to our populace should inspire them to excellence, to diligent pursuit of constructive goals, to respect for our American heritage. No broadcaster on this planet deserves "free" airspace unless they can demonstrate their commitment to local news and community debate with programming that reflects the diversity of their broadcast community. Even then, no broadcaster should be given airspace that other technologies had to pay for unless there is no American budget deficit.

Respectfully yours,

NADA JONSON

Nada Jonson
1015 Bush St.
Santa Rosa, CA 95404

CC: Senator Barbara Boxer
Senator Diane Feinstein

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FEB - 5 1996

FEDERAL COMMUNICATIONS COMMISSION 31 December 1995
OFFICE OF SECRETARY

Mr. Reed E. Hundt
Chairman, F.C.C.
1919 M St. NW
Washington, D.C.
20554-0001

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt

The purpose of this letter is to thank you for standing up to business and to give you my comments on the subject of HDTV.

First let me thank you for what I believe to be a unique stand in Washington these days, that of asking for what the public thinks on an issue, and recognizing we are not being represented. Last year I was part of the wave that elected this present day congress and for the most part I have not been unhappy. But on a number of issues I do not believe that they have listened to anything said since, by their constitutes. If they do not start listening soon, we will give another group a similar mandate plus one other, don't build a wall around Washington. As you said "It's about the public interest"

Second, I am truly and deeply concerned about broadcast networks in this day and age for a number of reasons and am getting more concerned each and every day. As background, I am 56, retired Navy Commander, living in North Carolina, with four children and five grandchildren. My Father, 89, retired Rear Admiral lives alone in North Carolina and his sole entertainment is television. I truly believe that it is not unique for the elder citizens, less fortunate citizens and handicapped citizens to have be dependent on television.

These networks are not policing themselves as they promise each and every time they appear before you or Congress. Look at the trash on daytime talk show television, look at the "family hour" for examples today. Now they would have people believe it is in the public interest to have every family that watches TV spend \$1,700 plus and to get a TV with a screen at least 35 inches, to watch the same shows. Please do not give them this ability and please do not give it to them free. Maybe consider making them pay for the conversion for those that are in need.

I am now retired from a second job and spend my time doing volunteer work that helps children that have been neglected and abused. It is a new world of both good people

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and bad. But one thing I see is a TV everywhere. I myself have always professed to be an evening TV addict. I have told many times the story of how my Father and I both retired in North Carolina, he in 1960 and I in 1981. We both found jobs as far away from Washington but where they still televised the Redskins. Now these broadcasters have decided that my Father and I want to watch the Carolina Panthers. If we really want to watch the Redskins we can buy Direct TV for \$600 plus \$35 plus per month but can't get local TV news. Crazy.

Please have a lot of public discussions and study on this issue. Think of me who will hopefully be like my Father in a few years and increasingly dependent on TV and may or may not have the funds to convert, may or may not have a room that would hold a 35 inch TV, but for sure there will be poor and handicapped citizens that could use the \$300 Billion dollars that the Networks do not want to give the government.

I hope you understand my points, and do not let the networks get the giveaways they are asking for. In addition I would hope that you, the Chairman, would continue to have the spirit to ask for public comment and to act on those comments.

H.G. Rickover said in 1977 "I believe it is the duty of each of us to act as if the fate of the world depended on him. Admittedly, one man by himself cannot do the job. However, one man can make a difference." I believe this is such an issue that I could not finish this year without giving you my comments. Please control the Networks.

Sincerely,



R. B. Van Metre
2100 Marilyn Circle
Cary, N.C. 27513

Copy to:
Senator Jesse Helms
Senator Lauch Faircloth
Congressman Fred Heineman

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MM. 01-283

WMB

FEB - 5 1996

WILLIAM L. CLOVIS, M. D.
1930 CHESTNUT ST.
PHILADELPHIA, PA. 19103
TELEPHONE LO 8-1380

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Due 29 1995

DOCKET FILE COPY ORIGINAL

Mr Reed & Hunt, Chairman
Federal Communications Commission
1919 M Street NW
Washington DC 20554-0001

Dear Mr Hunt:

I should like to protest
the proposed switch to digital TV.
As nearly as I can tell it will be
of little value to consumers. I think
it is just another way to take money
out of people's pockets. If the
companies want to give everyone a
free 19" color digital TV
I credit for a larger one if desired,
OK otherwise drop the issue.

Yours truly

William L. Clovis 40-

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GIBSON GRAY

3630 Kale Drive
Lumberton, North Carolina 28358

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FEB - 5 1996

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

DOCKET FILE COPY ORIGINAL

30 Dec. 1995

Hon. Reed E. Hundt
Chairman, Federal Communications
Commission
1919 M Street, N.W.
Washington, D.C. 20554-0001

Dear Commissioner Hundt:

I welcome your invitation to the general public to comment on the new proposal to replace the old analog TV system we now employ in this country with a digital system.

Kindly note enclosed the article by Frank Greve of the Knight-Ridder News Service printed in the Raleigh News and Observer of 27 December. I am basing my comments mainly on this article.

You will observe that very little comment has been given by the general public on this proposal. I suspect that this lack of comment by the general public on this issue before your commission has been accompanied by a lack of comment on most issues coming before the commission. Note, for example, whatever commentary from the general public you find before your commission on the new telecommunications bill now before Congress. As former president of the Organization for Use of the Telephone I was made aware of how little comment came from the general public before your commission on the question of establishing requirements for the telephone industry to enable hearing-impaired persons to use the telephone. What does all this lacuna suggest? It suggests to me the need for an addition to the staff of your agency, a portion of your staff devoted to representing the general public. Note, for example, the public staff of the Utilities Commission of North Carolina.

Because stations cannot send digital and analog signals over the same channel, TV broadcasters want use of a second channel free for at least fifteen years. "This proposed channel gift to broadcasters comes just as their air-wave rivals in the cellular telephone and pager industry have paid more than \$8 billion for new channels at government auctions." The airwaves belong to the citizenry of our country. Through their government they have the right to auction off or reserve these airwaves. I believe that at the very least this use of this second channel should be auctioned off. Something should be done to protect the public interest. At the very least reservations should be made for public service programs on this second channel. Probably more should be done to protect the

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Hon, Reed E. Hundt

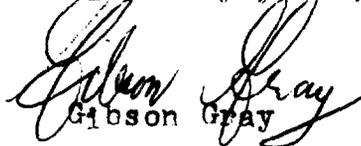
Page two

public interest. Note how little attention is given to the public interest on present TV and radio airwaves. Perhaps there should be more stringent requirements that broadcasters invite and make use of voluntary public agencies and groups representing the public as distinguished from broadcasters, advertisers, and the business world, in establishing and maintaining programs on the air. Public TV and public radio can be strengthened.

Note the statement in the article (page three, top, middle column of the enclosure) that new TV sets to receive the proposed digital TV signals would cost over \$1500, probably something like \$1800. I realize that over the years improvements are likely to be made and the costs are likely to be lowered eventually. But at the present time the costs are way too high for the average person. Note the situation of my mother-in-law. Her income consists of Social Security of \$3240 a year and about \$1000 a year from farmland rentals. She does receive small contributions from members of her family from time to time. Let us say her annual income is a bit over \$6000. How can she afford a new TV set costing \$1800?

I hope you will review my comments concerning a public staff for your commission, the strengthening of public TV and public radio, the requirement that the new channel be auctioned off for digital broadcasting, and the need to reduce the costs of TV sets able to carry digital TV signals.

Sincerely yours,


Gibson Gray

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MM 87-268

FEB - 5 1996

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

EX PARTE OR LATE FILED

December 28, 1995

DOCKET FILE COPY ORIGINAL

Mr. Reed E. Hundt, Chairman
Federal Communications Commission
1919 M St., N.W.
Washington, D.C. 20554-0001

Dear Sir:

What a surprise to learn that our new television set will soon be obsolete, or we can enjoy it by spending \$200.00 for a converter from analog to digital! I pity the folks who invested in a large screen for Christmas. This is certainly one of the best kept secrets in an otherwise "leaky" government.

Amazing, too, is the fact that the networks have been quiet on the subject. Nothing on the nightly news, nothing on the interminable quasi-news programs. Obviously, good old Big Brother wants to spring this on the masses, hoping that a nation of T.V. addicts will swallow it with a shrug. This family is not that hooked, and if cable rates go up again, we'll do nicely without it.

Let's get this out in the fresh air, and soon, sir.

Sincerely,

Marian L. Gilbert
Raymond C. Gilbert

Marian L. Gilbert
Raymond C. Gilbert
608 Norman
Wichita, Kansas 67212-4639

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TV plan has big price tag

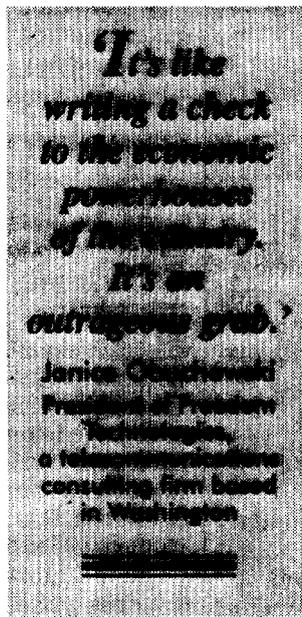
Digital system would cost consumers plenty

By FRANK GREVE
KNIGHT-RIDDER NEWS SERVICE

WASHINGTON — TV stations aren't advertising this, but their owners have a plan that could cost you more than \$200 billion.

First, they want to phase out their current transmission system and replace it with a more efficient, computer-style digital system. The move, which they hope will help build audiences, has a stunning side effect: It will make obsolete every television now operating in America, including about 9 million bought this holiday season.

Replacing today's 220 million outmoded analog TVs with digital sets to receive the new signal will cost viewers \$187 billion, according to the National Association of Broadcasters, an industry lobby based in Washington.



In addition, because stations cannot send digital and analog signals over the same channel, broadcasters want use of a second channel free for at least 15 years.

This proposed channel gift to broadcasters comes just as their air-wave rivals in the cellular telephone and pager industry have paid more than \$8 billion for new channels at government auctions.

Were new TV channels to be auctioned, too, their sale might generate \$100 billion for the U.S. Treasury, according to the Federal Communications Commission, which oversees broadcasting.

That's not the same as money in your pocket, but \$100 billion amounts to a

SEE TELEVISION, PAGE 8A

contribution of \$383 apiece from every American that could be used for budget-balancing, Medicare, tax relief or other government purposes.

Neither auctions of airwave channels nor picture upgrades are pie-in-the-sky ideas. President Clinton's latest budget-balancing plan calls for \$13 billion to be wrung somehow from TV-band auctions in the next seven years. The Senate, which banned such auctions in a measure written with the industry's help in 1993, this fall ordered the FCC to reconsider the idea.

At the same time, ABC, NBC and CBS are pressing the FCC to require several hours of air time daily of digital movie-quality, high-definition television, known as HDTV, to promote the digital transition. Fox and the Public Broadcasting System want to go digital, but want more flexibility when it comes to airing HDTV.

Under any of these options, today's television sets would be rendered obsolete.

"Does the audience want to go on this journey?" FCC Chairman Reed Hundt asked in a speech last month to the International Radio and Television Society. "Should we assume they will welcome the extinction of analog broadcast?"

Almost no one else in Washington is asking those questions, because the industry-driven presumption is yes. And ultimately, the issue is not just the media's power in Washington; it's what's happening these days as well-connected industries seek new opportunities to exploit public property, whether it's expanded grazing, mineral or timber rights, wetland development rights, or additional free broadcast channels.

In the case of broadcasting, station owners received designated signal channels free under the 1934 Communications Act, basically to keep them from airing signals that interfered with one another. In return, they accepted a public-trust obligation to air local news, give politicians equal treatment and deliver some community-service programs.

Over the years, broadcasters effectively came to own the airwaves: they could sell them with confidence that broadcasting licenses would continue in effect. And, in the eyes of nearly everyone except station owners, they came to take their public-service obligations lightly.

"It's a national scandal," former FCC Chairman Henry Geller said in a recent interview. He said, for

New technology redefines

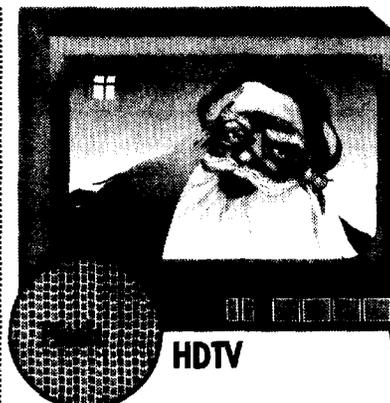
High-definition television – or HDTV – will dramatically improve image quality, but to get it at home, viewers will have to buy a new TV or a converter box. How HDTV compares to what we have now –

More information per screen



Current TV

- 307,000 pixels (picture cells) per picture
- Has 525 horizontal lines per frame



HDTV

- 2,073,000 pixels per picture
- Has about 1,000 horizontal lines per frame

New signal transmission



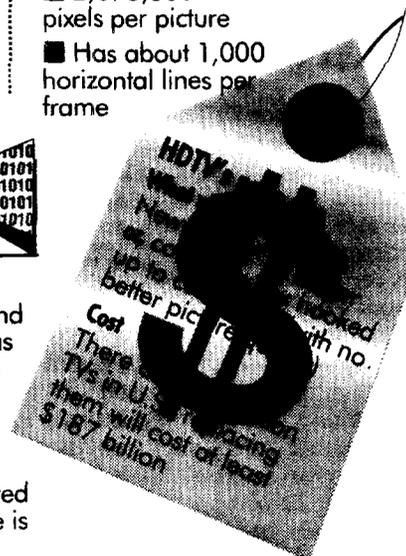
Old: Analog

- Light, sound converted to radio waves
- Signal distortions common, cannot be fixed



New: Digital

- Light, sound transmitted as computerlike 1s and 0s
- Signal distortions easily corrected before image is seen



Sources: National Association of Broadcasters, Consumer Electronics Group, Electronic Industries Association

example, that broadcasters have claimed to provide educational programming for children via such programs as "America's Funniest Home Videos," "Biker Mice from Mars" and "Yogi Bear."

And yet the broadcasters' main policy argument for continued free use of the airwaves is that they provide public-service programming and local news that somehow do the nation good. A second reason, but one quite aside from policy, is that shrinking network TV audiences are making it harder for stations to generate advertising revenue.

Part of the solution is the industry-government plan to switch from analog to digital transmission that's faster, crisper and richer in detail.

Digital's superiority is a complicated matter, but it comes down to this: Analog broadcasting conveys sound and images by varying the height and length of the electronic waves your TV receives. Digital broadcasting entails a computer-like transmission of 1s and 0s that can deliver to your TV a lot more information a lot faster.

In demonstrations at least, high-definition TV pictures are of 35mm movie quality. The sound is as good as CDs. And, when HDTV is not being broadcast, digital transmission can be compressed so that station owners can broadcast multiple programs — of conventional, not HDTV, quality — in the airwave space now taken up by a single analog broadcast.

To make the transition to digital, broadcasters want — and currently are likely to get — 6 megahertz of additional channel space free for the duration of the changeover. They have 6 megahertz for each station with their current licenses. Broadcasters want dual signal licenses for 15 years or more. The Clinton administration wants to take back the old analog channels after seven years and auction them off.

Until the switch is complete, viewers would see HDTV for major sporting and entertainment events, according to the broadcasters' plan. The rest of the time, stations would be free to air current programming — plus all-news, all-sports and home shopping channels, all of them potential new money-makers.

Whatever happens, viewers will need new TV sets to see the improved broadcasts. And note: Even promoters say it'll take a big digital set, 35-inches or larger and costing about \$1,500 more than current analog models, to see the difference in picture quality.

There's a cheaper alternative, but it's a no-gainer in terms of picture quality. Viewers can buy converters for about \$200 and turn new, improved digital images back into analog signals that today's equipment can air.

Until recently, there was no marketplace challenge to TV broadcasters because no one else wanted their airwave space. That changed with the appearance of cellular phone, pager, cable TV, satellite TV and other telecommunications entrepreneurs who, since 1993, have had to buy airwave channels to make their fortunes.

And these competitors to broadcast TV understandably see red. "After paying \$8 billion [and climbing] for new spectrum, the wireless industry is watching in shock and dismay as the broadcasters seek ... free new spectrum with which to, among other things, compete against those who paid for their spectrum," Thomas Wheeler, president of the Washington-based Cellular Telecommunications Industry Association, wrote in a recent letter to Hundt, the FCC chairman.

"It's like writing a check to the economic powerhouses of the country. It's an outrageous grab," complained Janice Obuchowski, president of Freedom Technologies, a telecommunications consulting firm based in Washington.

TV viewers who will foot the bill for the digital transition, of course, have a similar right to complain. But viewers have been largely blacked out when it comes to proposals about TV's future that reach about as deeply into America's living rooms as government ever gets.

One big reason is that network TV news shows have not reported that broadcasters could be asked to pay for spectrum they now get free, or that TV viewers might have to junk their sets in the name of progress.

"It's self-censorship" said Edward Fouhy, a veteran senior news producer and executive who has worked at CBS, ABC and NBC. "You're an assigning editor or a supervising producer. ... One story is going to make your company

Comments sought

Interested? Here's how you can have a say in broadcast TV's future:

■ Write to Reed E. Hundt, Chairman, Federal Communications Commission, 1919 M St. NW, Washington, D.C. 20554-6001.

■ Send questions and comments to the FCC via this Internet address: foi@fcc.gov.

■ Write your senators c/o The Capitol, Washington, D.C. 20540, or your representatives c/o The Capitol, Washington, D.C. 20515.

Read a public report for comment. By and large, the public is not represented by the lawyers and lobbyists in Washington. In fact, The New Yorker magazine wrote in this year: "The law public advocates are overwhelmed financially ... But we've got to be clear to stand up to business on certain occasions and say ... It's about the public interest."

KNIGHT-RIDDER NEWS SERVICE

brass mad; the other story is perfectly legitimate, but it's not going to offend your company. You make the easy choice."

CBS correspondent Eric Engberg, who often reports on political influence-wielding, takes a milder view. He says stories about the TV industry often fall into the cracks between "pitiful" business reporting and media reporting that concentrates on sexier stories.

Consumer advocacy groups fighting what they view as a spectrum giveaway to broadcasters aren't doing much better, particularly with the new Republican Congress. "Environmentalists do OK because people connect to trees and park land and beauty, particularly if you want to preserve them," said Jeff Chester of the Center for Media Education in Washington, which advocates auctions.

"But public ownership of the electromagnetic spectrum isn't so easy to understand and relate to as public park land," Chester said. "You can't see spectrum, for one thing, and we're not trying to preserve it; we're proposing to charge a fee for its use, and that puts spectrum auctions, for many people, into the murky realm of subsidies and taxes."

Briefly last fall, several conservative groups close to House Speaker Newt Gingrich joined with consumerists and the wireless industry to press for auctions of airwave channels. To exempt TV station owners from auctions would perpetuate "one of the greatest government giveaways in history," argued Karen Kerrigan, founder of the Campaign for Broadcast Competition and a corporate welfare foe in the conservative camp.

The campaign failed for three reasons:

First, Gingrich wasn't interested. Such auctions are "in all honesty, totally legitimate," Gingrich told Broadcasting and Cable Magazine last March, but nobody in Congress wants to "take on the broadcasters."

That's especially true in a presidential election year, when networks are deciding how much of their regular programming to suspend in order to air presidential nominating conventions, said a former broadcast lobbyist. "We lose millions of dollars covering conventions, and we always used to compute the figure and bring it to the attention of the leadership," the ex-lobbyist said.

So great is the mismatch between broadcaster clout and viewer clout in Washington that it's no contest when they vie. Consumers Union lobbyist Gene Kimmelman, for example, doubts he can get Jack Fields, R-Texas, chairman of the House telecommunications subcommittee, to return a phone call personally.

By contrast, Senate Majority Whip Trent Lott, R-Miss., carried the NAB's anti-auction arguments into high-level budget negotiations recently after President Clinton proposed a modest spectrum auction.

Finally, regulators like the FCC have been talking to broadcasters for so long they really don't know what consumers are.

That was plain at a recent day-long commission meeting on the switch to digital TV that ended with a panel of six experts discussing the megabillion-dollar upgrade's "Impact on Consumers."

All six were telecommunications company presidents or vice presidents. Only one urged the commission to go slow because of the transition's high cost. He owns six TV stations and was worried about the cost of new cameras and control rooms.

The only time the high cost of new digital TV sets for consumers came up was when Bruce Allan, vice president of Thomson Consumer Electronics, brought it up. He assured the commission that even families below the poverty level would be eager buyers.

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 Coast to Coast Fuel and Service

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FEB - 5 1996

FEDERAL COMMUNICATIONS COMMISSION
 OFFICE OF SECRETARY

January 3, 1996

Reed E. Hundt, Chariman
 Federal Communications Commission
 1919 M St. NW
 Washington DC 20554-0001

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt,

When is a "good" thing not a "good" thing? When do we implement "If it ain't broke - don't fix it". I personally think a good beginning would be now regarding replacing the so called outdated analog TV's with a more efficient computer style digital system. I think this would be a good beginning.

This country has far too many serious problems to address than to take the taxpayers valuable time and money to address the National Association Of Broadcasters proposal which would reportedly cost the taxpayers more than \$200 billion dollars. And watch out for the lobbyist - their looking for the use of a second channel free for at least 15 years. Just in case we missed it the broadcasters rival is in the cellular telephone and pager industry have just paid more than \$8 billion dollars for new channels at government auctions.

Whether they are "free" or "auctioned" - you know who will eventually pay for even that bill.

I can't think of a more inane item to be discussing at this time. Part of the social ills of our nation stem from "too much TV". In addition since we no longer produce any television sets in this country - guess who would benefit from the balance of trade.

If your looking for input, believe me - we taxpayers would just as soon our Representatives be working on real issues that effect long term health in this country and not the short term profits of an over exaggerated existing industry.

Respectfully Yours,

J. A. DePaolis
 Vice President Business Development

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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12-28-95

Dear Sir:

Just a short note to express what I think of the rotten deal that will happen to a good 60% of Americans who are not rich, if the digital T.V. goes into being.

Both my wife and myself live on S.S., but we pay all our bills like taxes and get nothing free from local, state, or Federal sources. Just about a year ago we bought a 27" T.V. that gives us a great picture with just the use of rabbit ears, no cable, can't afford it. Cost of T.V. \$195, and now I see it will be useless in a short time. I look for nothing, we want should move to another country and get free help from the U.S.A.

Thanks loads,
Mr & Mrs R.V. Mueller
400 Hill Road
Phila, Pa 19128

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

12-27-95

Today's newspaper almost gave me a heart attack!

Last week we spent over \$1200. on a new large screen television. Today I read a story about digital TV. that would make my new set worthless!

IF it ain't broke - don't fix it!!

Before you make or allow changes this big I think that the public should be warned and allowed a chance to prepare.

Being disabled, television is a big part of my day, but I damn sure can't afford to keep buying new TV sets!!

Why not give people a ten or fifteen year notice before any change this major.

I know that taxpayers aren't really important but please don't let me be screwed by the television Broadcasters too, Newt is already doing too good a job. I would like to think some one would reply to this letter but I would not hold my breath.

Stephen K. Weir
6420-48th St. E.
Puyallup, Wa 98371

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

January 9, 1995

Federal Communications Commission
1919 M St. NW
Washington, D.C. 20554-0001

DOCKET FILE COPY ORIGINAL

Attn: Reed Hundt
Chairman

Mr Hundt,

I would like to voice my opinion on the matter of the switching from analog to the new High-definition television, HDTV.

My family, like many others I'm sure, were not aware exactly what this would mean to us until recently.

As a hard working person over the years it would be of great concern to me to have to purchase a new TV just because the television stations want to build their audiences. I understand that it would cost about \$200 for a converter box for my current TV set, and after that the picture would be the same. If I wanted to get a new TV for the new HDTV I understand that it would take a 35" set which currently cost about \$1400. But the new HDTV sets would be \$1500 more than that, for a total of \$3,000. I would not be willing are able to afford a TV set that would cost that much. When we first started reading this information we laughed and said that we would have to go back to listening to the radio like in the olden days. Well now after finding out the cost I guess the television stations will have the last laugh.

My family is just a small part in all of this, but we will not be able to afford this, or do we like having to pay for the television stations to get richer.

SO, NO WE DO NOT WISH FOR THIS TO HAPPEN.

Just one family in Texas.

*J. A. Craft Jr.
Moris Craft*

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ABODE



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VIDEO SERVICES DIVISION

MM 87-268

MMB

2845 Harlem Street P.O. Box 65 Eau Claire, WI 54702-0065 (715) 835-5191 FAX (715) 835-8381

Jan 24 2: 30

December 29, 1995

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Reed Hundt
Federal Comm. Commission
1919 M Street NW
Washington, DC 20554-0001

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FEB - 5 1996

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Chairman Hundt:

I was thrilled when I learned what digitizing the transmission of telephone communications would do to reducing the cost and increasing the speed of world wide communications. However, that is not true with what is happening with digitizing television signals. I read an article in last night's paper that contained the following facts:

1. It is forced obsolescence of 2,000,000,000 television sets in this country, including the 9,000,000 that were sold for Christmas this year.
2. In order to continue to use present televisions, a converter would have to be purchased at a cost of \$100 per set. The cost of the converter should be reduced substantially just as it was when the President insisted on having a chip added to the television sets currently being produced at a cost of \$5 when the original cost projection was between \$23 and \$25. This conversion box should not be a new profit center for the electronics industry.
3. Television broadcasting stations should be authorized to broadcast both analog and digital broadcasts. This would allow people to continue to use their present sets until they chose to replace them with high density TV.
4. The electronics industry admits that until you get to a minimum screen size of 35 inches, there is no perceptible improvement in quality between the HD television and the conventional ones used today.

Would you see what you can do to prevent the estimated \$200,000,000,000 citizens will have to pay to enjoy the same television programming we have now. I would appreciate hearing your thoughts on the subject.

J C Gustaveson
J C Gustaveson



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