

MM 87-248

Mr. Reed Hundt  
Chairman-FCC  
1919 M St. NW  
Washington, DC 20554-0001

Jan-16-96 page-1  
Bill Evans of- 5  
6712 Roma  
Houston Tex-77086

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Dear Mr. Hundt

This important subject requires a bit more time than you or I would prefer..it requires approx..12 minutes..to review...attached are 3 pages copied from The Houston Chronicle of Jan-7-96..to which my comments are keyed:

- 1--This has no merit, only program content controls audience "share"....
- 2--Even — 1/2 estimated cost to viewers would be too much and even NAB would have to replace —EVERY PIECE OF EQUIPMENT NOW IN OPERATION.. I'm sure manufactures(now nearing saturation on many video items), would love to "RE-SELL the complete--TV send-receive industry".....
- 3--No gift and No 2 channel operation..That is too spectrum wasteful, and again, its not the number of channels, its the CONTENT( they have trouble doing a good job, with just 1 channel now).....
- 4--No this is NOT THE SAME..customers had and could keep their old fashion records and players--Broadcast Tv is instant and for that moment ONLY..and not retrievable(except on tape and you can only tape what your Tv can receive).....
- 5--Same as #3 above, plus we better save some spectrum for yet unknown needs... ..
- 6--Thank you Mr. Chairman Reed Hundt. & Mr. Henry Geller.(8.5)... ..
- 7--This was a good move-It was no different than granting land to the railroads or early subsidizing of air mail, to jump start those industries--Now they can all stand alone.....
- 8--This requires a LARGE investment, and does need some assurance of contiguity(but not letting them run arrogantly with abandon).....
- 9--Yes —this is true..adequate information-news-weather- health & finance.
- 10--Again it's the program content,That's competition, pure & simple, the nature of the business-Nobody made them get into this business & Nobody should subsidize them, or bail them out.....
- 11--No contest-digital can deliver a better picture or an EXTRA LARGE SCREEN, but most homes view area cannot support over a 30inch screen, so digital becomes an unnecessary building of the LILY--Please note that 30 inch & over screens-are now "SMART -SETS", using circuits that "fill in" and "cover's up" imperfections--Yes it deceives the eye--It really is not there, but any film-any TV-digital or analog is all eye deception.....

- 12--I-MAX serves it's SPECIAL INTEREST, with a SPECIAL FILM FORMAT, Let HDTV serve it's SPECIAL INTEREST GROUPS, such as closed circuit, theatre and indoor arenas-then IF they need to use an analog signal, let THEM buy the converters..don't put it on the public....
- 13--They can hardly take care of 1 channel with decent programing, If they are now loseing money(advertising)How would 2 channels double their income..industry wide, this does not create more viewers to support double equipment and programing costs..  
One summer 2 A&M students discovered that after trucking water-melons for a week, that they were loseing money..They consulted their professor..His computer spit out the "obvious" answer..get an additional truck!..where has "horse sense gone on this Tv issue?....
- 14--NO-NO-NO.....
- 15--See #12 above
- 16--No free - stuff
- 17--VERY IMPORTANT-The FCC protected the public 100%, when they reversed the-first approved CBS(ron-compatible with black & white) MECHANICAL color system...and went with the now standard RCA(compatible with black & white) ALL ELECTRONIC color system..I hope it happens again!
- 18--I'm not for selling sprectrum..I'm not for giving away sprectrum.. I'm for rat-holeing some for future needs.....
- 19--Your toughest NEXT problem is not mentioned..It is program content! I'm not suggesting: "return to the days of Mr. Hayes and the film reivew board, butsomething needs to be done SOON and IT IS NOT THE DELIVERY-RETRIEVAL SYSTEM THAT NEEDS FIXING!.....The SYSTEM delivers a good product or a rotten product, just like the manufacturer (producer)put together.....

Thank you, if you have held on this long..I helped nurse the early faint blobs of 5inch black & white tv, to the current splendid, super size color images of today..Color & stero are compatible, within the original bandwidth-THESE-- should remain the confines for the future..

I retired in late 94 from Channel 2 TV and became "a viewer", but I can't let go of my interest in the industry..

copies to:  
senators-Gramm & Baile  
R eps.-Archer & Fields  
Fcc- Mr. Hundt

Sincerely  
Bill Evans  
6711 Romona  
Houston, Texas  
77086

*Bill Evans*

# Big-digital television

Switch from analog will cost viewers \$187 billion

By FRANK GREVE  
Knight-Ridder Tribune News

**W**ASHINGTON — TV stations aren't advertising this, but their owners have a plan that could cost you about \$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 set now operating in America, including 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.

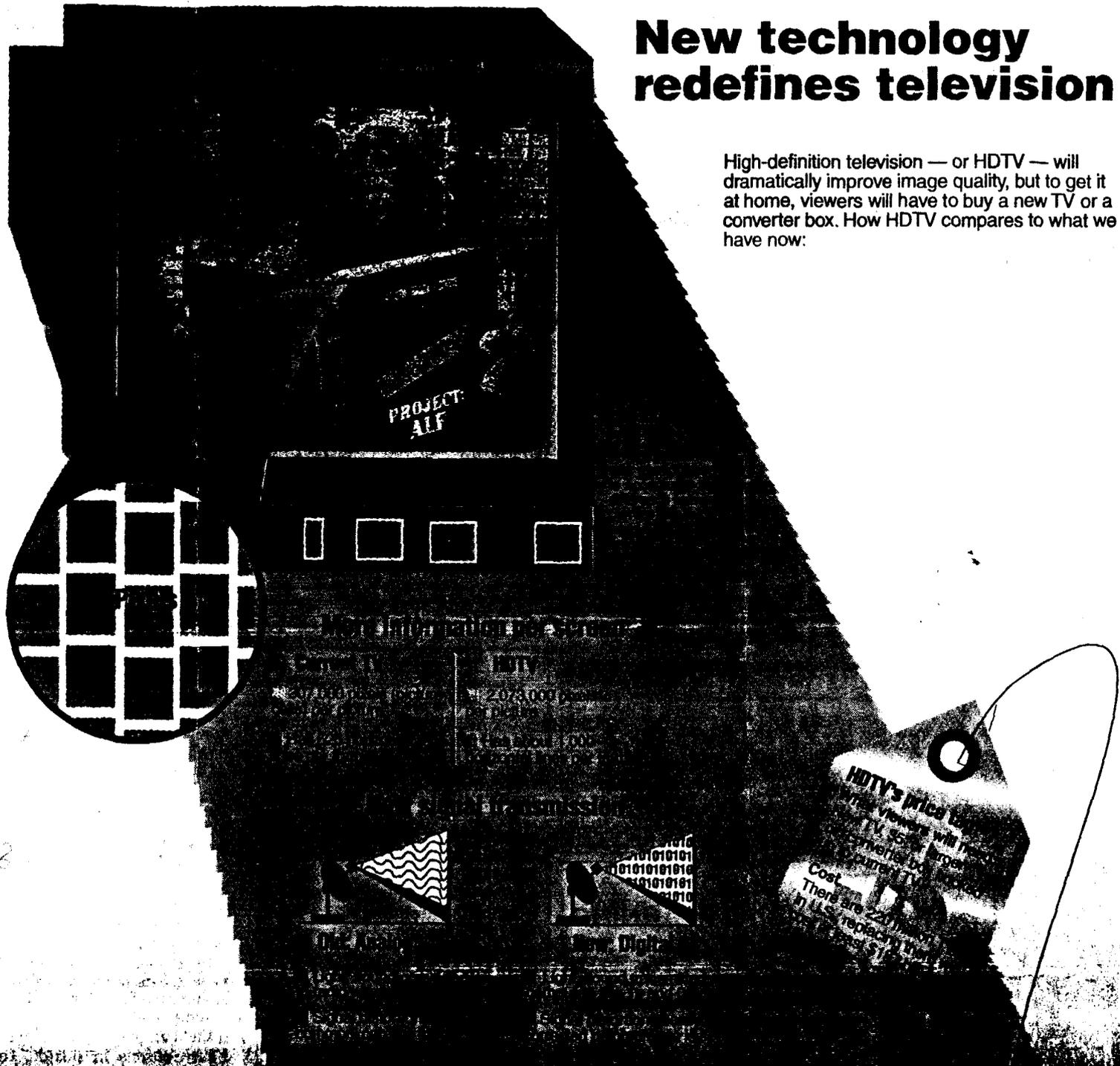
In addition, because stations can't send digital and analog signals over the same channel, broadcasters want use of a second channel free for at least 15 years.

This proposed channel gift to broadcasters comes just as their airwave 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, the Federal Communications Commission says.

## New technology redefines television

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:



generate \$100 billion for the U.S. Treasury, the Federal Communications Commission says.

That's not the same as money in your pocket, but \$100 billion amounts to a 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 law written with the industry's help in 1993, has ordered the FCC to reconsider.

But Rep. Jack Fields, R-Humble, a leading architect of the effort to reform the nation's telecommunications laws, disputed the contention that today's TV sets will be instantly rendered useless, or that broadcasters will receive a television channel giveaway.

While consumers will need new TV sets to accept digital stations, the conversion will occur gradu-

ally over the next five to 10 years, he said. During that time, most stations desiring to make the transition will simulcast in both the traditional method and digital.

Given that most consumers keep their TV sets for five to eight years at present, they will have ample time to buy the updated sets if they wish better quality picture — or keep using their present sets.

To say all TV sets will need to be replaced is "absurd" since technology improvements will dictate a gradual changeover anyway, just as consumers moved from record players to compact discs to listen to music, said Fields, who chairs the House Telecommunications Subcommittee.

"It's really important we move into the digital age," he said.

During the transition, Fields said he favors allowing broadcasters to be given new transmis-

See TELEVISION on Page 3D.

## How to voice your opinion

Knight-Ridder Tribune News

WASHINGTON — Here's how you can have a say in broadcast TV's future:

■ Write to Reed Hundt, Chairman, Federal Communications Commission, 1919 M St. NW, Washington, D.C. 20554-0001.

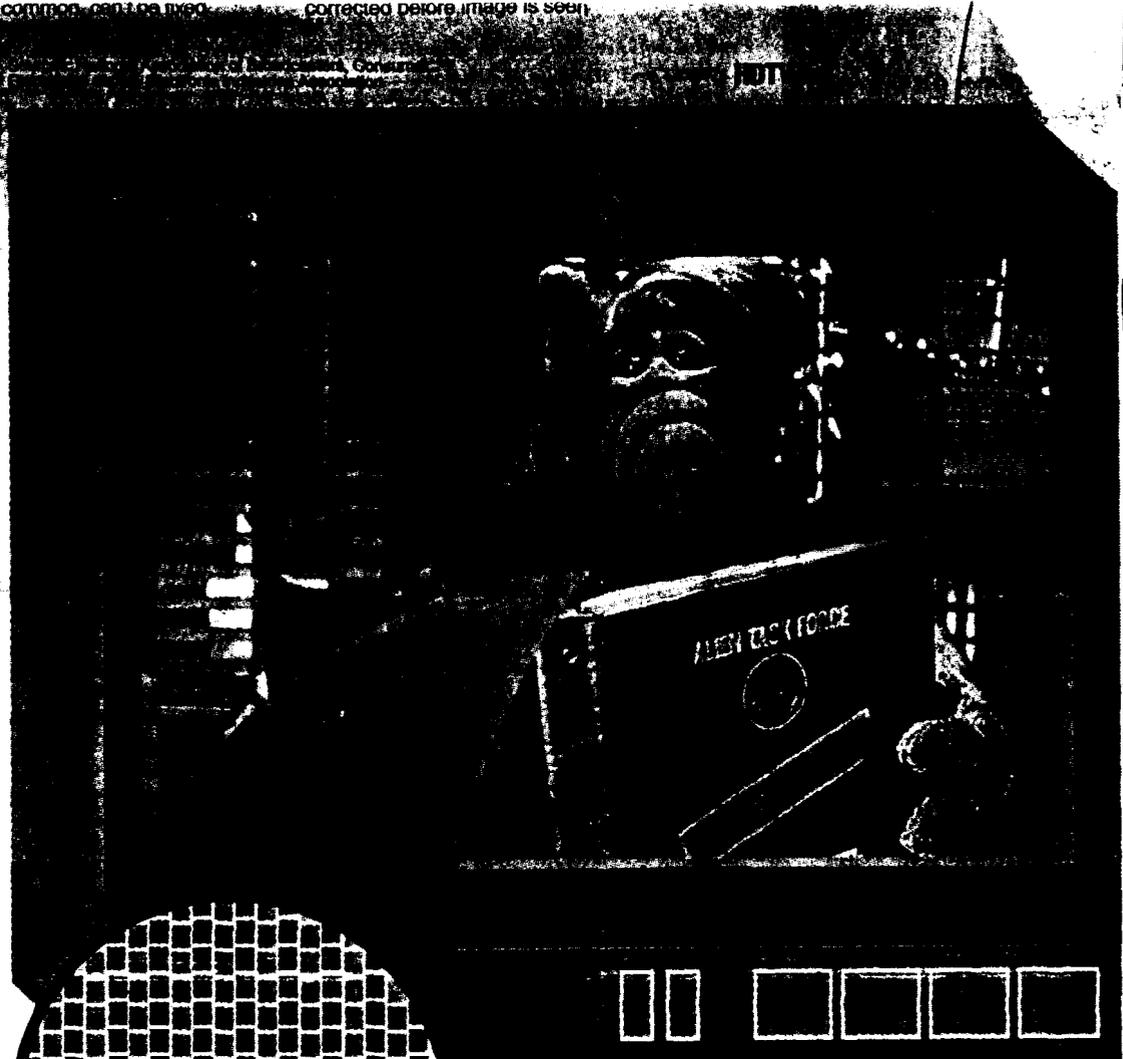
■ Send questions and comments to the FCC via this Internet address: [fccinfo@fcc.gov](mailto:fccinfo@fcc.gov)

■ Write your senators c/o The Capitol, Washington, D.C.

20510, or representatives c/o The Capitol, Washington, D.C. 20515.

Hundt is particularly keen for comment. "By and large, the public is not represented by the lawyers and lobbyists in Washington," he told the New Yorker magazine earlier this year. "The few public advocates are overwhelmed financially. . . . But we've got to be able to stand up to business on certain occasions and say. . . 'It's about the public interest.'"

common sense lived corrected before image is seen



Knight-Ridder Tribune



Billy W. Evans  
6711 Romions  
Houston, Texas 77086-3318



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JAN 1 1992

Mr. Reed Hunt  
Chairman - F.C.C.  
1919 M. St. N.W.  
Washington, D.C. 20534-0001

