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From: <armbrust@alaska.net>
To: A4.A4(ssegal)
Date: 11/24/96 2:00am
Subject: Chairman's Column Comments

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Tony Armbrust (armbrust@alaska.net) writes:

Federal Communications Commission
Office of Secretary

Dear Mr. Chairman

I work in the production department at KTVA, channel 11 in Anchorage as a producer, videographer, and editor. I am concerned, as well as many other people who work at local television stations across the country, about the impact of digital television on local markets.

It is my opinion that requiring stations to, first, install and operate digital transmitters along with the current analog NTSC system, and, second, to shut down these analog transmitters after a certain time "window" of years would only result in many, if not most of the T.V. stations to give up their licenses and close up shop.

I do not think there is any T.V. station here in Alaska that has the financial resources to install and operate digital transmitters.

Because of the size and the terrain of the state, digital television would be an engineering nightmare. This would not only happen in Alaska but everywhere across the country.

And then there is the big question, will consumers be willing to pay \$2500-\$5000 for a television that they no choice but to purchase.

(I don't want to know what a digital VCR to go with that television is going to cost.) At a time when people have uncertain feelings about their jobs, finances, and future, along with the fact that many "Baby-Boomers" are more worried about having enough money for their families and their retirement, and with "Generation Xers" who are technology savy but who have no money (like myself), I honestly do not think that will be any sort of market for digital televisions.

Personally, my decade-old 13" RCA color T.V. works just fine, and I plan to keep it until the picture tube self-destructs.

I could go on, perhaps another time. I will thank you for reading my opinions on digital television, and I am thankful that the FCC has a web site where my thoughts could be recorded. I realize that you are extremely busy and I will once again thank you for reading this message.

Sincerely,

Tony Armbrust armbrust@alaska.net

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