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SUNSHINE PERIOD

MM 89-268

Mervin R. Brame
509 C Street, Apt. B
New Bern, NC 28560

April 4, 1997

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APR 11 1997

Federal Communications Commission
Office of Secretary

Chairperson
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Chairperson:

Pricey digital TV. People don't want digital TV. It cost to much. I would like to support the opinion of Marie Farmer of Temple Hills, Md. "(Its cost) is to much..." --Sun Journal, New Bern, NC-- Friday, April 4, 1997 page 1

I am recommending that people cut out all ads to digital TV stations, carry this FCC case to the highest court in the land, and send me an intelligent understanding of this matter.

Thank you.

Sincerely,

Mervin R. Brame

Mervin R. Brame

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Enclosure

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■ Digital TV

FCC OKs pricey new development

The Associated Press

WASHINGTON — Pricey digital TVs with movie-quality pictures will start popping up in American stores by Christmas 1998. People won't have to immediately junk their analog TV sets and VCRs. But after nine years, they'll either have to buy new ones or \$100 converters.

The changes are coming under a Federal Communications Commission plan, approved 4-0 Thursday, to implement the biggest advance in broadcasting since color in the 1950s: digital television.

While the new wide-screen sets will have better picture and audio, a "converted" digital signal fed to today's analog set will produce no better picture and audio than the analog set already provides.

And get ready for sticker shock: Initially, the digital TV sets are expected to cost around \$5,000 — up from earlier estimates of \$2,000, says Gary Shapiro, president of the Consumer Electronics Manufacturers Association. Digital VCRs will sell for well above \$500.

But if the devices sell as briskly as VCRs did when they debuted, those prices should come down quickly.

Manufacturers predict the new sets will sell like hot cakes. They're estimating up to 20 percent of all TV households will have them in six years. VCRs, one of the best-selling consumer electronic products ever, took nine years to get 20 percent penetration.

Pete Bevacqua thinks he may be one of the first to buy. "I would have to see if the difference was worth it, but ... it seems like maybe it would be," said the 25-year-old law student, shopping at a suburban Virginia mall. He's a big fan of TV, and picture quality is important to him.

But Marie Farmer, of Temple Hills, Md., thinks \$2,000 — let alone \$5,000 — is too much, and sees no reason for the switch.

"I'm enjoying TV the way it is,"

said the 41-year-old postal worker.
"I don't see any difference."

Even if they buy new sets, most of the nation's nearly 68 million cable TV subscribers will have to use their TV's rabbit ears or rooftop antenna to receive digital signals, cable officials say.

Tele-Communications Inc.'s system in Hartford, Conn., is now the only cable operator in the country that has gone digital. More cable systems are getting ready but until they do, viewers will have to rely on antennas.

The FCC will leave it up to stations to decide whether to move to an even better form of digital, called high-definition television. Many will, predicts Eddie Fritts, president of the National Association of Broadcasters.

"The dazzlement is real. It's genuine," Fritts said.

With the digital technology, TV stations could cram more services into their airwaves space. For example, they could offer sports scores to laptop computer users or establish separate pay-for-view sports channels. But the FCC will require them to continue free TV service.

Upon approving the plan, the FCC immediately began issuing digital broadcast licenses to every TV station.

During the nine-year conversion to digital, broadcasters will transmit programs over two channels: their existing analog and a digital channel they'll get free from the government. That way, existing sets will not become useless immediately.

After nine years, the current, analog broadcast TV system will die, and viewers will either have to buy digital TVs and VCRs or buy set-top converters to let analog sets receive the new signals.

Some digital TV sets may include a built-in digital-to-analog output, eliminating the need for a separate converter.

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~~EXHIBIT~~

SUNSHINE PERIOD

April 4, 1997

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

RECEIVED

APR 11 1997

Federal Communications Commission
Office of Secretary

Re.: MM DOCKET NO.87-268

Dear Mr. Hundt:

I am a strong advocate for many of today's emerging communications technologies, but I must express some strong reservations about how the FCC has decided to integrate the new digital television (DTV) with the current analog system. Under your plan you expect all broadcasts to be DTV by 2006 which will necessitate the purchase of costly new television receivers by the American people. No such outrageous requirement was imposed by the government when color or stereo broadcasts began.

While the arrangements you have made with the local broadcasters may have met their financial concerns **this arrangement is not in the public interest.** A number of people have attacked the "giveaway" nature of these licenses, but I agree that this is only fair if you force them to adopt your timetable. Therefore the timetable is the problem. Specifically my problem is with the government forcing us to purchase new television equipment by the year 2006. Our only alternative is to give up watching television and this is a preposterous decision for my government to make for me especially in the name of making things better.

I am a recent college graduate and just recently bought a color television and cable for the first time in January. Prior to this I had used a small black and white tv because I really couldn't afford anything else. If the government had made this type of decision ten years ago I would have been forced to give up my television and that is in my opinion unconstitutional.

Please consider extending the implementation period to make it indefinite so that television stations can continue to broadcast analog signals as long as it is profitable under genuine market conditions. That is the American way. Most importantly this will permit Americans to continue to use their current televisions without costly equipment upgrades that are a preposterous unfunded mandate on individual citizens!

Respectfully Submitted,


S. Daniel Carter

c.c.: Public Citizen

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Robert J. Offermatt
3893 Calle Alta Vista
Thousand Oaks, CA 91320-1904

April 7, 1997

Chairman Reed Hundt
F.C.C. - White House
Washington, D.C. 20500

SUNSHINE PERIOD

Dear Chairman Hundt: Re: Appalling Digital T.V. Decision

As a Chairman, you are supposed to guard the assets of the Country. Instead, you supported a decision which cost the country over 70 billion.

- It gave away 70 billion in license fees
- It made 290,000,000 TV sets obsolete - value close to \$15 billion.
- It imposed a decision which the public did not approve and was not necessary. Our current system is more adequate.

It responded to the wealthy owners of cable and T.V.

It should have been paid for by industry if it is so favorable.

Do consider these concerns and try to change your decision

Sincerely

Robert J. Offermatt

PS It will cost me 7,500. Make them supply compatible boxes at our charge

Mr. and Mrs. Robert Offermatt
3893 Calle Alta Vista
Thousand Oaks, CA 91320-1904



Chairman Reed Hundt, F.C.C. BOOM
White House
Washington, D.C. 20500
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