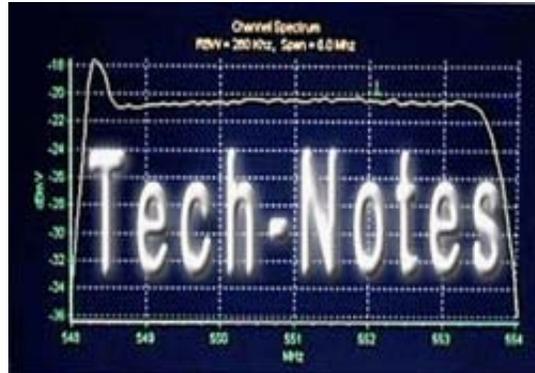


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<http://www.Tech-Notes.tv>

May 20, 2003

Tech-Note – 116

Established May 18, 1997

## Our 6<sup>th</sup> Anniversary Edition

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*Our purpose, mission statement, this current edition, archived editions and other relative information is posted on our website.*

*This is YOUR forum!*

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Editor's Comments

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## What's up with Tech-Notes

Yes it has been a while since our last edition and yes, we're still in business.

Tech-Notes has always seen itself as a conduit for information and education for our fellow engineers. To that end we started the Road Show last year; the idea being if broadcast technicians, engineers and managers couldn't make it to NAB, at least we could bring them a taste of what they missed, and do so right in their own backyard, so to speak. Due to last year's success, we put together a second road show this year: The Road Show – A Taste of NAB2003. In addition to sharing technology with our fellow

engineers, it also gives us a first-hand opportunity to meet and talk with folks across the country and see what is really going on in our industry.

We tried to get this edition of Tech-Notes out before we embarked on this year's trek, but a number of factors made that impossible. As you know, our co-publisher, Jim Mendrala came down with a bout of meningitis while Larry Bloomfield was putting together the Road Show. Jim is better now and almost back to full work capacity, but between doctors and mending, we gave the Road Show priority and that's where we're at.

This edition is being written on the Road. We hope you'll all understand the lack of fancy pictures etc. They will return when we're back in our office and recovered from the Road Show; that's mid-August 2003.



## **We were at NAB 2003!**



### **NAB 2003 Attendance**

Who do you believe? The good folks in the NAB press office put out a note saying the attendance was 89,000. They later revised it down to 82,000, but if you ask any of the cab drivers, they say it was more like in the mid-75,000s. The point is that there were a lot of folks who should have been there that weren't.

### **What impressed us**

There were only a couple of items that really caught our eye. Grass Valley Group has an M Series device that is reported, when fully configured, that can replace four conventional videotape machines. "Grass" was in discussion with us about taking one on the Road Show, but that never materialized. That's their loss. It appeared to be small, compacted and very user friendly. Used in conjunction with an automation system, such as a fully featured system such as offered by Sundance Digital, a station could be right up with the latest in today's technology, when it comes to record/playback for on the air.

Both Panasonic and Sony had ENG/EFP cameras with record capability that has "no moving parts." You can expect to see this technology advance. Having spoken to technical types who have returned from Iraq and other parts of the world that have similar kinds of environment and this approach would solve many of the problems they encountered with the very fine sand getting into nearly everything and messing up the works. They say the sand over there is so fine that it can not be used for concert; courser sand has to be imported for that purpose. You can see more on the memory card approach to ENG/EFP recording on the various companies' websites.

AJA has a new product that seems to fit a need: Io. A visit to their website will tell you all you'll want to know about it. We were also impressed with the addition to their product line of small, compact converter devices that address the HDTV environment.

When a need arises, someone will step up and fill the gap. Ever try to terminate fiber optic cables? We were pleasantly surprised to find that in addition to being a one stop place for cable, wire and all the things that go with that end of our business placed, they've branched out into fiber optic services. They've a guy there that can make up nearly anything you need and unless you've got the training and experience, it's probably better to defer those kinds of fabrications to those that do – and Clark does.

Dalsa Camera has a new digital camera 4k x 8k that is aimed at the digital cinema market. With a chip that can do those kinds of pictures, the motion picture industry can finally have a camera that is capable of resolving pixels approaching 35mm film.

We had the opportunity of seeing digital translators by Larcan. With ten states having 300 or more translators, and at least two that 600 or more, all delivering over the air television to America's heartland and outback, this is a much needed product. By the way, only one of those ten states is east of the Mississippi River. Reports are that the FCC has still not given much of an eye to this area of the transition to digital.

Pioneer Electronics has a new "professional" DVD recorder, but doesn't appear to realize its full applications when it comes to the broadcast part of the industry. Someone in their company needs to have a wake up call. There is no question that applications in the broadcast industry abound for a product such as this. Needless to say: one DVD certainly takes up much less room than a cassette tape or tape reel, not to mention that it is a viable digital format. We'd sure like to know if any of our readers are using DVD in any way at their plant.

### **The Bottom Line**

Were there other things worth seeing at NAB? The answer is, of course, YES! It's not possible to ascertain the unique needs of each station and report back on what we saw that would fulfill their requirements. This is why it is so important to have at least one engineer from each station make the trek to NAB each year. They know what they need to see and bring that information on back home.

There are only two places on this planet where engineers, and anyone else who is interested, can find the preponderance of our industries technology: IBC in Amsterdam and NAB – and stay abreast. With technology advancing as rapidly as it is, it is inconceivable that managers don't try to keep their engineering personnel up to speed on what the latest technology is all about. How else can technology discussions in staff meetings be held at any level of competence? – Ignorance in; ignorance out.

It is also not completely fathomable as to why, when group owners send their engineers to NAB, they tend to keep them sequestered in corporate meetings when they should be out on the convention floor learning what they need to know to make those all important decisions and so they can give their “educated” sagacious inputs. It would seem more prudent to have these group engineering meetings at other times and venues than during the few days their technical types have at NAB.

### **How to stay abreast**

Continuing education of engineering personnel is of prime importance. Those engineers who don't keep up will one day stand on the sidewalk outside, look at the call letters on the building and wonder why they don't have a job inside. NAB is the best bet to launch, for an entire year, questions that should be answered through channels such as SBE, SMPTE and mini-educational opportunities, such as our Road Show: A Taste of NAB2003. Our Road Show is in no way a substitute for the NAB convention; it is only intended to be a taste of what was missed.

As of this writing, we're a quarter of the way through the 36 venues proposed for this year. Your author can in no way even remotely begin to express the gratitude those who have attended have expressed to us. We will continue to ask of those who did attend NAB this year what they saw that impressed them and we carry that on with us. This networking and sharing of information is the only thing many of them have to keep up.

We laud the efforts of the local SBE Chapters and SMPTE Sections who have on going programs to keep their members up to date and we're ever so proud to, as the opportunities become available, to be a part of that effort.

At one of the nine venues on the Tech-Notes Taste of NAB 2003 Road Show, one engineering told us that he knew general managers who didn't want their engineers to associate with other engineers in fear that they might reveal trade secrets. That's not the first time we've heard that comment. DUH! What ever gave these GMs the hair-brained idea that what they are doing is so special, different or unique? Should, by some slim chance, they have a new device or approach to using the old stuff that gives them an edge, chances are that the folks who make it have advertised it in any technical trade that would be willing to publish the information or the method has been written about by one of our fellow scribes.

The wise GM and his Chief Engineers/Directors of Engineering should insist that their technical staff attend local SBE and SMPTE meetings, not to mention the Audio Engineering Society meetings and other related technical gatherings. They should even cover the costs of membership and any fees that might be encountered in attending such meetings. The ongoing education that these organizations can potentially provide is immeasurable. If nothing else, it's one way of insuring a return on their engineering investment.

It is difficult to say where some GMs get the idea and view that engineers are “a necessary evil.” Were it not for engineers, most of them would be out of a job after trying to explain why they were off the air or things didn’t sound or look as good as they should.



### **The Road Show Report**

As of right now, we have 36 venues booked. We did add one in Napa Valley, at the Napa Valley Community college where there is a SMPTE chapter under the San Francisco SMPTE section. It was a very wise move on our part and well received; very well attended too. We did drop one of the venues in New England, so it’s a wash. We couldn’t get any interest in what we’re doing and the lack of cooperation wasn’t worth the continued effort. This is an interesting contrast to the warm reception and spirit of cooperation we’re getting from the folks in Hartford, CT.

We may have to drop one or two other venues even though they appear to be confirmed. Ft. Meyers, FL doesn’t look too good at this time. Logistics on their part appears to be a problem. We have been contacted by the SBE Chapter in Cleveland and they’d like us to return: more on that when we get the word from them. This would still keep our venue numbers at 36. If any of our readers would like us to visit an area which is not on our itinerary, please contact us ASAP so we can look into the possibilities of doing that.

Local participation by local vendors has been mixed. One such participant worthy of honorable mention is Brian Walker of Professional Video & Tape of Tigard, Oregon. His company is covering the cost for food and refreshments at eight venues. Others who have stepped up to bad are Bruce McGrew of McGrew and Associates in Fresno, Western Radio Electronics in San Diego, Ron Benson of Audio Video Resources of Phoenix, Arizona and Tim Bock of Digital Resources, Inc. in Tulsa. We’re working to see if we can get others to help out for the other venues, but we need input in order for us to contact them and to pull this off in like fashion. Know of anyone who thinks enough of their broadcast community to want to give back to them a little repast? Give us a call and we’ll work with them. As they say: “Feed and engineer and they’ll show to most anything.”

We’ve got a really great selection of door prizes, both for the whole Road Show and at each venue.

- Fluke is offering a Model 189 multimeter, (~\$400.00 value),
- Jensen Tools is offering a tool box (~\$300-~\$500 value),
- Wohler, in addition to being one of the Road Show’s underwriters, is offering a PenPal - SDI portable digital signal generator (~\$1000.00 value),
- Sencore is also offering a PenPal - SDI portable digital signal generator (~\$1000.00 value).
- Cooper tools is offering a Weller "WSL" Digital Soldering station (~\$300.00 value).

- Harris broadcast group is offering a Ward-Beck ABS-1 audio bit splitter, model number WA ABS-1 (Not sure of value, but believe it to be ~\$500.00).

In addition to these prizes, which will be drawn for at the end of the Road Show in mid-August, we are offering the following at each venue:

- Clark Wire and Cable is offering a Crimp Tool with changeable BNC dies (~\$100.00 value.)
- DSC Labs is offering a Pocket size Test Pattern card for both 16x9 and 4x3 aspect ratios. (~\$909.00 value)
- Wohler Technologies is offering Mag-lights and other things of value

We're still looking for companies to come up with things engineers would find of value. Got any ideas?

With nearly \$5000 in door prizes (to date) and the promise of food, we should get rather good turn outs, if the local contact folks get the word out to not just the IEEE, SMPTE and SBE members, but to all Radio, Television, Cable and production/post production facilities in and around their areas. This educational opportunity is something for all levels of technical personnel, not just managers and supervisors.

As for Underwriters of our project, we've assembled a cadre that appears to address the broad spectrum of the attendees to date.

1. **AJA Video**
2. **Clark Wire and Cable**
3. **ESE, Inc.**
4. **Evertz Microsystems Ltd.**
5. **Jampro Antennas Inc.**
6. **Larcan - TTC**
7. **Leader Instruments Corp.**
8. **Quartz**
9. **Sundance Digital**
10. **Wohler Technologies, Inc.**

You can see more about these fine folks on our website: [www.Tech-Notes.TV](http://www.Tech-Notes.TV) -- select the Taste of NAB2003 button. While there, check out our new "The Road Show – A Taste of NAB" logo, thanks to my oldest son, Larry V.

We delivered the SBE Chapter formation packages for Medford, OR and Bozeman, MT. Things look promising for the formation of chapters in both of those locations. It's a great opportunity for local technical folks in those two markets to avail themselves of the support and certification services of the SBE and affords the potential for these folks to ensure the opportunity to be exposed, on a planned continuing basis, to the ever-advancing technology the tends to proliferate our industry.

As to attendance, we're hoping to see as many of you as possible. Take advantage of this situation. Get the word out early so calendars can be set and folks will make time to attend. Don't be afraid to invite anyone you think might be interested in new broadcast technology. Don't forget local educational institutions, their students, and companies that have A/V facilities and don't forget the Amateur radio community either. We're doing our part. Underwriters, contact folks and local partners should begin promotion of our event as soon as you know where we're going to meet so calendars can be set and folks will make time to attend. Don't limit your scope to SBE, SMPTE, IEEE or other professional organizations. Also, don't limit your scope to managers. Today's craft are tomorrow's managers, so don't be afraid to invite anyone you think might be interested in new broadcast technology. Don't forget local educational institutions, their students, and companies that have A/V facilities. With the obvious lack of information at the sales level, I'd be willing to talk to retailers' service personnel to help belay this issue.

My oldest son, Larry V. joined us for the first five venues. He has been in and around broadcasting since he was my shading model back in 1964 while I was setting up TK-12 cameras at Armed Forces Radio & Television when they were in Hollywood. He's worked for Modern Video Film, Sprocket Digital and several other broadcast related companies in Southern California. Larry has a new 3CCD DV format camera. He has taped those venues and will be building a taped presentation of what the Road Show is all a out.

On Thursday, April 24<sup>th</sup>, we pitched our tent in Studio C of KOB-TV in Medford, OR. All we can say is that if each of the remaining venues are as successful as Medford, the Road Show will be a success beyond our wildest expectations. We had about 30 folks in attendance. Not quite as many dropped their business in the "fishbowl" for the door prizes, but, none the less, Karl Sargent, our host in Medford, did an outstanding job of getting the Southern Oregon/Northern California broadcast engineering community out to this event.

There was great interest from most in attendance to form a regional chapter of the Society of Broadcast Engineers (SBE). As mentioned earlier, we left with Karl Sargent a packet from SBE headquarters for that purpose. All in attendance agreed that SBE is a most valuable resource for continuing education in the broadcast fields. We will keep you informed as to their progress.

Brian Walker of Professional Video & Tape set a standard for food with his Barbeque that will be difficult to live up to.

Upon completion of the Medford, OR venue, we spend the night there and were ready to head for Sacramento. Nothing is carved in stone! We got a call from Bruce McGrew of McGrew and Associates informing us of a special meeting of the Student SMPTE Chapter at Napa Valley College in Napa Valley, CA. We contacted our good friend Roy Trumbull of the San Francisco Section of SMPTE and asked if we could be of any service. To make a long story short, we hit the road and went to Napa Valley for a special

edition of the road show on Saturday, April 26, 2003. We've added a page to our itinerary along with the pictures we took.

Napa Valley College is probably the only College in the country that has a program where a student can become a television engineer capable of troubleshooting and repairing equipment down to the component level. They have a fine assortment of legacy and very modern equipment, with studios and workshops where students can learn their craft.

With both students and members of the sponsoring SMPTE Section (San Francisco) in attendance, we had a total of 45 who heard our presentation. It was a pleasure to speak to the eager minds as well as to converse with many long time associates and peers. Napa Valley College's Broadcast Engineering Class of 2003 will be graduating 14 very bright students who are already looking for their place in the broadcast engineering market place. Their Instructor, Gary Vann, has taught them well. Each one that we met showed a pride in craftsmanship for things they've worked on and brought into manufacturer's specifications. They also exhibit knowledge that as new blood in the market place, they will be starting with entry-level pay. These young, talented folks know that they will have to pay their dues and are eager to do so. If anyone has an opening, you might visit [www.smpte11.org](http://www.smpte11.org) to see their resumes and perhaps entertain the possibility of offering them a position in your organization.

If any of you know of any educational institutions that have a radio, television, film program, we'd be most accommodating if they should like us to try to fit them into our schedule. Let us know as soon as you can.

After Medford and Napa Valley Community College, we faced three venues in a row: Sacramento, San Francisco and Fresno. We couldn't have asked for better attendance. For the first five presentations, the smallest attendance count was 32. That's a total of over 150 people, not counting the entourage that we bring with us. Interest at each of the venues has been very high as was demonstrated in the questions asked and the number who stayed after the meetings.

The Sacramento SBE Chapter turned out in droves. We had over 30 members in attendance. The food was fine and the interest in the technology we brought with us was keen. Several members stayed after the meeting to ask questions about the equipment and how it functioned. Well done Sacramento SBE! Jack Davis, Chapter Chair, won the Clark Wire and Cable BNC crimp tool.

After the meeting, we had the opportunity to tour the JamPro plant, which is located in Sacramento. We were very much impressed with the technology we learned about and will employ this knowledge in our presentations.

There is much to be said about returning to one of our favorite cities and seeing, once again, many longtime associates. We made our presentation after local member, Dane Erickson, gave a very lengthy and detailed report about important recent FCC actions.

The meeting was also an NAB follow-up session during which several members shared what they had seen that impressed them at NAB this year. The attendance was about 35. Most all in attendance took printed information, asked questions and spend a good deal of time before and after the meeting looking over the equipment we brought with us. Lovingly call BABES for Bay Area Broadcast Engineering Society, the San Francisco Chapter of SBE invited two other folks to speak about their technology in addition to what we brought: Chuck Hastings, who makes a device that senses when the mast of an ENG truck is still extended and gives an alarm should someone try to drive off with it in this condition. And David Anthony from Insciber was there also to speak about his technology. Wohler brought with them an additional local door prize: a Maglight, which was won by Bill Brooks

Fresno's SBE Chapter 66 can be proud of their group with nearly 40 folks in attendance. The combination of Ken Holden's leadership and Bruce McGrew's energies, made the presentation very rewarding to all concerned. Everyone departed with information and knowledge they would otherwise not have had. Most in attendance didn't make it to NAB, so we were that supplement that we set out to be. The expressions of gratitude in bringing the Road Show to Fresno were very many: really a great group of people. In addition to the BNC Coaxial Crimp tool from Clark Wire & Cable, which was won by Chuck Crowder, Maintenance Supervisor at KGPE-TV, we also gave away two T-shirts from Wohler as part of the local door prizes.

There was a festive air in San Diego when we showed up. We should have known that Cinco de Mayo is not the best day to hold an SBE meeting, much less our road show, especially in a city so close to our neighbors to the south. Despite a turnout of just under 20, those in attendance were cordial and very interested in what we brought with us. There was a good cross section of broadcast engineers and the radio folks were surprised that we actually had several things that pertained to them. The folks at Western Radio put on a very delightful spread of middle-eastern cuisine.

Several Wohler T-shirts were given away and Western Radio had T-shirts for all in attendance. The winner of the Crimp tool provided by Clark Wire and Cable for San Diego is Sherman E. George, Director of the Media Center at the University of California, San Diego. Then it was on to Phoenix.

The Phoenix SBE chapter turned out by the numbers to learn about the technology the Tech-Notes Road Show brought to them. Those who were at our presentation last year said this year was much better and more informative, not meaning that last year wasn't good. It's always a pleasure to address inquiring minds. With a total of 21 in attendance, all expressed their interest in the technology and asked very good questions. We were told that should we decide to the Road Show again next year; please include Phoenix in our itinerary. AVR provided a very delicious barbeque luncheon and is an excellent place to hold our presentations. Phoenix will be an experience that we will remember with great delight.

The winner of the Clark Wire & Cable BNC Coaxial Crimp tool for Phoenix is:

Trent Sheppard, Engineering Maintenance at KTVK-TV Channel 3

Amidst quarter-sized hail, torrential rains, thunderstorms and lightening, the Tulsa SBE chapter turned out by the numbers to learn about the technology the Tech-Notes Road Show brought to them. Many showed up early to give us a hand in setting up. Although it was doubtful that many would show due to the weather conditions, the Tulsa SBE had a total of 25 folks who were in attendance. All expressed their interest in the technology and asked very good questions.

This was the first venue where we actually employed the technology we brought with us to demonstrate how flexible it can be. Wohler supplied a DVD player, which we used to show a DVE movie. Both video and stereo outputs of the DVD player were feed into an ESE one – twelve out Audio/Video distribution amplifier. One output feed the Wohler equipment, another fed the Evertz quad display and yet a third output was fed into an AJA analog in – SDI out module which fed one of the inputs of the Leader LV-5700 digital scope. All went well. What else would you expect?

Digital Resources, Inc.'s Tim Bock provided all who attended an excellent catered Italian meal of spaghetti, lasagna, salad, garlic bread and cool beverages. The only losers in Tulsa were the engineers who chose not to attend. No one departed hungry either professionally or physically.

The winner of the Clark Wire & Cable BNC Coaxial Crimp tool for Tulsa is: Jim Hicks, Chief Engineer of KTSO-FM. We added a door prize from DSC Labs, a Pocket size Test Pattern card. The winner in Tulsa is: Dale Vennes, Engineering Manager at KJRH-TV.

The Dallas SBE chapter turn out this year was significantly better than last. We had about 20 people in attendance. The group was a good balance of radio and television folks with a couple of neophytes thrown in for good measure. We had the help of several SBE chapter members setting up and striking the presentation and the verbal exchanges, before, during and after the meeting were most enjoyable; being accented with keen insight and sharp wit. There were several who were introduced, for the first time, to some of our underwriter's products and technology and yet there were some who were most familiar with what the brand names, but were learning about the specific technology for the first time. The impression was that most departed knowing much more about the technology we brought with us. Except for a brief encounter with a representative from one of our underwriter's competitors, all went very well. I think he wished we'd had his equipment to talk about. This Dallas group will join the pleasant memories we are gathering as we traverse the highways of this great land of ours on the Taste of NAB 2003 Road Show.

The winner of the Clark Wire & Cable BNC Coaxial Crimp tool for Dallas is: Kevin McCutcheon of Charter Broadcast, Inc. and the winner of the DSC Labs Pocket size Test Pattern card for Dallas is: Johnny Stigler, E.N.G. Supervisor at WFAA-TV Channel 8.

Two other door prizes were given away in Dallas, a mag-light from Wohler Technologies, which was won by David Stewart of A BC and a T-Shirt from Sundance Digital, which was won by Diego DeValdenebro of Tektronix; he was very surprised.

The Dallas meeting actually took place in Irving, Texas, a suburb of Dallas and home base of Sundance Digital. I'd like to take a moment to thank the folks at Sundance Digital for letting us use their internet.

We really appreciate all the help we've gotten at the various venues to date. Just for information's sake, we will arrive at least 2 to 2-1/2 hours ahead of time to get everything ready. It will take us about an hour to 1-1/2 hours for us to pack up and get on down the road. It is also a time for us to get to know some of the local engineering talent.

  
Our Features and other special articles will resume after The Road Show which will end in mid-August. Please keep your comments and other information coming. We will post them as they are received and we can get internet access.

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## News

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**Subject: Flat-panel monitors: 5 things to know**  
From: Kim Komando, Tech Commands

It's hard not to admire the sleekness of flat-panel displays. They are a perfect example of form melding with function to create a superior product.

Is it time for you to trade in your trusty cathode-ray tube (CRT) monitor for a stylish new liquid crystal display (LCD) model?

Here's a look at what makes flat-panel monitors appealing. And what might keep one off your desk.

You'll save some desk real estate. The most obvious advantage of the flat-panel display is its size, or lack thereof. CRT monitors are big, honking things. Their cabinets are about 20 inches deep. They work, but they're passé.

All of the work in a flat-panel monitor is done behind its thin screen by liquid crystals and millions of transistors. So the flat panel doesn't need a long case. If you are stretched for real estate on your desk, the small footprint is very enticing.

It's not just space savings for your computer desk. Some flat panels can do double duty as a television. To watch TV, you just hit a button on the flat panel or use the included hand-held remote control. You'll pay extra for this feature. But if your living quarters are cramped, one monitor lets you check e-mail as well as watch your favorite sit-com, if you're so inclined.

Sure, you can watch TV on your computer using a CRT. If you don't have one already, you'll need to install a TV tuner video card. But the picture quality isn't as good, and who needs the hassle of booting up your PC to watch TV when there is a more convenient alternative?

You'll also find flat-panel monitors that have built-in USB ports. This is especially handy if your computer (like mine) has all four USB ports in the back of the machine. No longer do you need to pull the computer out from behind the desk to simply download pictures from your digital camera. You just plug the camera into one of the flat screen's USB ports and you're good to go.

You get a better picture and there's another nice thing about flat panels — they're brighter. Generally speaking, text and graphics are easier to see on brighter monitors. Flat-panel displays are also usually crisper. Graphics and text have sharper edges.

This brings us to an important point: analog versus digital. CRT monitors use an analog signal, meaning it is carried on a wave. Flat-panel monitors can be either analog or digital. Many flat panels have connections for both.

Digital is sharper and, therefore, better. But whether you can use a digital flat panel depends on your video card. This is a circuit board inside your computer. Its output points stick out of the back of your computer. The video card is easy to find — your current monitor is hooked up to it.

If your computer is relatively new, you may have both digital and analog outputs on your video card. If you don't know what a digital output looks like, ask a salesperson at a computer store to show you.

You can probably fit a digital-output card to your computer, if necessary. A card will run you less than \$100.

So what are the disadvantages of flat-panels, other than having to learn about digital and analog? The most obvious is price, which leads us to No. 3.

They're not cheap (though they save in energy costs). While they've come down in price in the past year, there's still no getting around it: You'll pay more for flat panels. That's because they're more difficult to manufacture.

A 15-inch monitor, as measured diagonally, will run you \$300 to \$500. The lower end would be a sale machine, which may not be what you want. If you go up to 17 inches, you're talking about \$700 to \$800. Larger than that, and you're approaching \$1,000.

I consider a 15-inch flat panel marginal. It just doesn't show enough, even when all I am doing is writing a letter. I use an 18-inch flat panel.

CRT monitors are much cheaper than flat panels. A 17-inch CRT monitor (which is actually 16 inches of visible screen, or less) can be had on sale for less than \$100. A really good one might run \$250. A good 19-inch CRT can be had for less than \$500 — much less, if it's on sale.

You'll make up some of the difference on your power bill. Flat panels only use 30-40 watts of electricity. CRTs run about 110 watts. Over a year's time, those savings will make a small dent in your utility payments. That also means flat panels run cooler, making them more comfortable to use.

They're not for everyone, especially gamers.

The other major problem with flat panels is latency. Movement on the screen cannot be shown until the screen is redrawn by the computer. This is done many times per second, and is called the refresh rate.

The standard for CRT monitors is 85 times per second. You'll know if a CRT monitor's refresh rate is too slow. It will flicker. Some CRT monitors can be refreshed more than 100 times per second. At these high rates, movement is smooth and the display is rock solid.

Flat panels don't redraw their screens this fast. Because of the technology, they don't flicker. You won't notice latency with office applications, such as a word processor. Nor will there be a problem surfing the Internet.

But if you like to play fast computer games in your spare time, you may see the latency. Same is true for video editing. If you're into either in a big way, you may be happier with a CRT monitor.

You may also notice black or bright spots on the flat-panel screen. That comes from bad transistors behind the screen that are stuck on or off. Manufacturers consider a few bad transistors normal. One or two bad transistors probably won't bother you. But check a new screen carefully. If bad transistors irritate you, take it back.

Know some basic specs before buying.

If you decide a flat panel is for you, here are some specs that I recommend you take to the store:

Contrast: You want at least 300:1.

Resolution: Flat panels run best at their native resolution. These are the numbers you'll see that will say "1024 by 768," for example. Try it in the store to be sure the panel's resolution is acceptable to you. If it's not, try other resolutions to see if the picture is acceptable.

Angle view: A flat panel's picture will deteriorate quickly when viewed from an angle. Look at the monitor in the store from your preferred angle.

No matter what flat-panel monitor you purchase, and even if you have one already, you'll need to adjust the picture's color, brightness, contrast and more. Most flat panels include software for that. If yours doesn't, try the Nokia Test at this site

[http://www.construnet.hu/nokia/Monitors/TEST/monitor\\_test.html](http://www.construnet.hu/nokia/Monitors/TEST/monitor_test.html) (click on "Nokia," then "monitors," then "Nokia Monitor Test for Windows"). For more hand-holding, try DisplayMate for Windows. It costs \$69.

One thing's for sure. There's a flat-panel display that's just right for you. And once you see the big picture in the small footprint, there isn't any going back.



Subject: **Tauzin tells Powell to change all the rules**

From: John Eggerton

House Energy and Commerce Committee chairman Billy Tauzin (R-La.) wants the Federal Communications Commission to change all of the media-ownership rules, and sooner, rather than later.

Tauzin, joined by 10 of his House and Senate colleagues (nine Republicans and a Democrat), has written FCC chairman Michael Powell asking that the FCC "amend all of its broadcast-ownership rules," saying, "perpetuation of outdated ownership rules in light of today's marketplace does not satisfy the requirements of the Communications Act or the public interest."

Tauzin wants a decision "by June."

Tauzin's letter follows one to Powell two weeks ago from a trio of moderate Republican colleagues, led by Olympia Snowe of Maine.

They had asked that the FCC take its time and permit more public comment.

Thanks in part to the prompting of Democratic commissioner Michael Copps, a number of public forums on ownership have been held around the country, with more planned.

Tauzin and company countered that the FCC already has an "extensive record" for amending the rules to square them with the realities of the current marketplace.

Powell has also heard from Kansas Republican Sen. Sam Brownback, who, like Tauzin, wants the FCC to finish the media-ownership review as quickly as possible.

Powell said last week that the agency was still on track to complete its review by June 2.

Also signing on to the letter were Republican Reps. Roy Blunt (Missouri), John Shimkus (Illinois), Vito Fossella (New York), Mary Bono (California), George Radanovich (California) and Pete Sessions (Texas); Republican Sens. Gordon Smith (Oregon), John Ensign (Nevada) and George Allen (Virginia); and Democratic Sen. John Breax (Louisiana).

Tauzin's epistle was not unexpected. An analysis of the media-ownership issue by financial services firm Legg Mason Inc. had suggested that there would probably be more letters from Congress backing both the "hurry up" and "wait" camps.



**Subject: DTV Bill Expected Soon - Broadcast flag action could come fast**

WASHINGTON - Attendees at CEA's 2003 HDTV Summit may have wanted a pre-NAB advance view into what's going to happen next in television. Participants were happy to highlight the good HD news of the past year; some were quick to point out what other industries hadn't done.

But they all got some clues about what might be in a DTV bill drafted last year by the House Commerce Committee. Jessica Wallace, telecommunications counsel to the committee, said in a panel discussion that the revived bill may hit the agenda after Congress' Easter break, with an eye toward passage by the House this summer.

Rep. Ed Markey (D-Mass.), top Democrat on the House Telecommunications subcommittee, has said he too will introduce a DTV bill.



**Subject: International Piracy**

Copy protection, Jack Valenti said at the HDTV Summit, consumes the bulk of his work at the Motion Picture Association of America, which he heads. Noting that piracy affects the future of the very content that makes money for broadcasters, cable and CE makers, Valenti said he figures those industries should be just as gung-ho as he was.

If Congress had dealt with it in the 1996 Telecommunications Act, "We wouldn't be having these problems today," he said.

Washington winds may be blowing Valenti's way. A week earlier, FCC Media Bureau Chief Ken Ferree, under grilling from a Senate panel, defended the commission's authority to implement such a flag.

Wallace said both Tauzin and Commerce Committee ranking Democrat John Dingell (Mich.) agree that the FCC has the authority to implement the flag. And CBS Executive VP Martin Franks

said that yes, the network was serious about holding back its HDTV programming starting in fall 2003, if a flag is not implemented by summer.

"We're optimistic there will be progress at the commission," said Franks. "We're not going to aid in the 'Napsterization' of our own product."



**Subject: Doing There Parts**

Even as industry leaders continued their long-standing criticisms of one another at the summit, they also had actual achievements to trumpet. And that's part of the purpose of CEA-sponsored event.

Speakers pointed to more programming, improved consumer awareness, fast HDTV rollout on major cable systems and a rising number of DTV stations on the air. But the top item cited was the rise of HD sports, with Super Bowl XXXVII fingered as a great leap forward. ESPN's new HDTV network, which began March 30, is also seen as a major piece filling in the HD puzzle, motivating a nation of sports fans to demand the advanced service from their cable operators.

ESPN VP of Strategic Business Planning and Development Bryan Burns acknowledged that ESPN HD's inaugural season would not be its final destination; the network is starting with a few hundred events its first year, with gradual build-up of its HD content. Slated for eventual HD production are ESPN's plentiful studio programs, including its signature "SportsCenter."

"Everyone said, 'Just get started,'" Burns said.

For baseball's Opening Day and the NCAA Women's Final Four, the network used additional HDTV trucks to produce post-show reports. The network aims for 24/7 HDTV from its giant digital center, being built at its Bristol, Conn., headquarters.

ESPN held "shootouts" among different equipment offerings and plans to do a whole lot of shopping at NAB2003.

"We think it will be the largest HD studio in the world," Burns said.



**Subject: International Piracy**

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Subject: **FCC Pushes DTV Standards** - Wants to make room for more services with firmer specs  
Source: Reed Business Information – US

Broadcasting and Cable: Broadcasters and TV set makers are being asked to help "fast-track"--i.e., finish within nine months--voluntary performance standards for DTV receivers, including possibly creating some sort of "Good Broadcasting" seal of DTV approval.

The FCC last week said it may ask manufacturers to create labels for top-performing DTV receivers so consumers will know which ones reliably receive signals off the air without relying on rooftop antennas or requiring cable hookups.

The request was part of a broader inquiry examining the potential for both mandatory and voluntary receiver performance standards for all telecommunications devices, including wireless and satellite products. Voluntary guidelines are also being considered for new in-band, on-channel digital radios.

The FCC dismissed requests by the broadcast industry for mandatory receiver performance standards. Those requests have been made several times by the National Association of Broadcasters, the Association for Maximum Service Television and Sinclair Broadcasting, while equipment makers have opposed mandatory labeling, led by the Consumer Electronics Association.

Both sides have found something to like in the FCC's suggestions. "We would like to see mandatory standards but we've got to be realistic about the political atmosphere," said Nat Ostroff, Sinclair's technology chief. "It ought to be possible to get 'best practices' standards in place and required labeling of whether a device meets those specifications."

Michael Petricone, CEA VP of technology, said, "We are pleased the FCC does not intend to pursue mandatory standards for receivers." The CEA is still reviewing the call for voluntary guidelines and labeling.

The government has been reluctant to establish receiver performance standards--especially for TVs, radios and other consumer devices--fearing that high standards could eliminate popular, low-cost products and stifle creation of new products. Instead, the agency has regulated power levels of licensees' transmitters.

But with new services knocking on the door, the commission wants to find out if more demanding receiver performance measures would allow it to fit some of those new entrants into currently occupied spectrum bands. "Spectrum sharing is increasingly necessary and common," agency Chairman Michael Powell said in a statement last week. "Shared expectations about the characteristics of receiver equipment allow all parties to plan for and mitigate interference."

FCC officials opined that if broadcast radio receivers were designed to tolerate higher levels of interference, the industry would not have had reason to complain about signal conflicts created by the terrestrial repeaters used by satellite radio providers XM and Sirius to ensure uninterrupted service in local markets.

Better receivers conceivably would have made Congress less eager to scale back the FCC's low-power radio plan four years ago. But full-power broadcasters convinced lawmakers that the FCC's original plan would have created too many new stations and unacceptable interference for

established full-power stations. The agency continues to insist that the original low-power plan would not have created unacceptable interference to full-power stations.

For DTV, receiver performance guidelines would have an extra benefit--in addition to squeezing new services onto the band.

FCC officials predict that labeling which sets provide reliable off-air reception would speed consumer adoption of digital service.

"Such identification would allow consumers to easily identify high-performance products and would allow manufacturers/retailers to emphasize the features of those products to encourage consumers to purchase them," the agency said in the inquiry notice.

The FCC indicated that it would like the industry trade groups to convene a task force within three months and to recommend guidelines in six to nine months.

Among the issues to be addressed are the potential impact interference specifications would have on innovation of new designs and features and the effect guidelines would have on production costs, consumer prices, availability and user demand.

Similar questions are being asked for digital radio, although the FCC also wants comments on whether millions of analog-only radios should have any protections from possible interference when digital service rolls out.

Unlike digital TV stations, which were granted a second channel for digital, IBOC digital radio will require radio stations to add a second digital signal on the same channel as their analog broadcast.

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Subject: **Edward O. Fritts, Pres. N.A.B. Media Institute Speech**

From: "Taylor, Melisa" <<mailto:MTaylor@nab.org>>

Date: April 23, 2003

Thank you, Patrick, for that introduction. NAB believes in the mission of the Media Institute. Patrick and his team have been on the front lines of many First Amendment fights -- and so has NAB.

I'm sure Patrick was wondering if I would ever deliver this speech. It was originally scheduled for February, but we've had to cancel twice. And what a two months it has been!

How many of us were using the word "embedded" two months ago? We've gone from Code Yellow, to Code Orange, and back to Code Yellow. We've even had a war -- and I'm not referring to Gary Shapiro vs. his own CEA members over the DTV tuner mandate. Or CNN vs. Fox News Channel.

And speaking of cable, it's nice to see C-SPAN here covering my speech. Now if we can just get the cable gatekeepers to carry digital and HDTV broadcast channels, we'll be in business.

All kidding aside, it has been an eventful few months. And regardless of our politics, I think we can agree that the men and women of our armed forces deserve a salute for their courage under fire. Certainly that bravery extends to reporters who accompanied the troops. A number of journalists gave their life to get the story, and to get it right, including NBC's David Bloom. David and his media colleagues won't be forgotten.

Now as most of you know, NAB represents thousands of over-the-air radio and television stations. Our members run the gamut from network-owned TV stations in New York and Los Angeles to independent radio stations in Horse Cave, Kentucky and Bad Axe, Michigan. The ties that bind all these stations is that they are locally-based, and they are free to viewers and listeners. Free, universal and local -- the three hallmarks of broadcasting. And that is what distinguishes us from our pay satellite and pay cable competitors.

The issue du jour, of course, is media ownership. It appears the FCC is on the brink of revising rules, several of which have remained unchanged for decades. Congress is watching closely, as are the interest groups. Certainly, local radio and television stations are watching.

Let me say up front that NAB has never sought wholesalederegulation of broadcasting. To the contrary, we recognize the unique role played by local broadcasters all over America. The public-private partnership that local stations struck with government to provide programming to serve the needs of the community is alive and well.

This partnership is a great deal for listeners and viewers, too. It is good business to be invested in the community, and the most successful stations understand that localism is our franchise, and ours alone.

I would also agree with my friend Stanley Hubbard -- the chairman and CEO of Hubbard Broadcasting -- who notes that the broadcast airwaves became valuable only through the vision and creativity of real-life broadcasters all over America.

Stanley's father was a broadcast pioneer and a risk-taker. He and others created out of thin air a local broadcast system that is the envy of the world. Unlike companies that take coal or oil out of the ground and deplete a resource -- broadcasters create a valuable resource without depleting anything. Without visionaries like Stanley Hubbard Sr., the airwaves would simply be vacant air.

I would submit that even with competition from cable and satellite, our system of free, over-the-air broadcasting is as valuable a resource today as it has ever been.

Never has that been more apparent than in the ongoing coverage of the Iraqi war, or the aftermath of 9/11, when broadcasters provided day after day of round-the-clock commercial-free coverage of the horrific attacks in Washington and New York. Stations raised hundreds of millions of dollars for 9/11 victims, and donated enormous amounts of airtime for public service announcements, blood drives, and other charitable activities.

Americans often take for granted all of the good things broadcasters provide free of charge, and occasionally, there are even those who question the relevance of broadcasting in a multi-channel universe. But in January, on the eve of war, 61 million Americans tuned in to President Bush's State of the Union address -- and 51 million of those 61 million watched on a local broadcast channel.

It was local broadcasters who launched the Amber Plan that helped rescue more than 50 abducted children nationwide. It was a radio station's broadcast of a vehicle description and license tag that led to the Beltway sniper suspect's capture. It is the local broadcaster that covers the school closings and traffic jams, the tornadoes and the terrorism alerts.

And let's not forget that Homeland Security Secretary Tom Ridge has urged Americans to buy battery operated radios and televisions for their "safe rooms." Secretary Ridge did not recommend the purchase of a satellite radio or an HBO program guide. He advised Americans to keep a radio and TV on hand, because local broadcasters are a trusted lifeline to citizens in need of critical information in a time of crisis.

Today, we're moving to a new era of digital radio and television. And the FCC is considering revisions to ownership rules that we believe could strengthen broadcasters' ability to serve the public.

Let's reflect on how the FCC got to this point.

Calls for media ownership reform are hardly new. Indeed, I served in the 1970s on an advisory committee to Congressman Lionel Van Deerlin when he attempted to re-write the Communications Act. Others will remember the Tim Wirth hearings in the House of Representatives in the 1980s. And in the 1990s, the debate continued.

I give you that history because there have been some overheated press accounts - certainly not from the authoritative reporters in this room, mind you -- suggesting the FCC is on a mad rush to toss out all media ownership rules. I don't believe that to be the case. Instead, the Commission is responding to five different appeals court decisions ordering it to better justify rules that can be justified, and to get rid of those that can't.

Some press accounts also suggest the FCC decision will unleash a handful of Citizen Kanes ruling the media universe. I don't subscribe to that one either.

NAB, as you know, does seek modest changes in FCC rules. I stress the word modest, because we are not seeking radical deregulation. As I said earlier, we have never sought elimination of public interest obligations that set broadcasters apart from our pay competitors.

Nor do we seek changes in the rule barring a single broadcaster from owning television stations that reach more than 35% of U.S. homes. In our view, the 35% TV cap has been good for localism and diversity. It has helped preserve the network/affiliate relationship.

Now some have asked: How can NAB support a national ownership cap in television, but not radio? The answer is simple: radio and television are entirely distinct mediums. Moreover, there are 1,300 commercial TV stations, compared to 13,000 radio stations.

And speaking of radio, let's set the record straight on deregulation that Congress permitted in 1996. The plain fact is that because of deregulation, local radio stations are more competitive with other media. And it is because of deregulation that consumers have a wider array of formats from which to choose.

From hip-hop to gospel, from all-sports to all children's stations, radio format diversity has exploded.

There are 630 Spanish language radio stations today. Six years ago there were fewer than 400. Fifteen years ago in Washington, DC, there was one foreign language radio station. Today, there are 12. In my book, that's diversity.

Quite frankly, the radio business was in terrible financial shape a decade ago. Some 60% of stations were losing money, and scores of stations went dark because the economics of the business could not justify their existence. Given that backdrop, Congress concluded that radio deregulation was warranted. Lawmakers got it right. Radio broadcasters were afforded the opportunity to better serve consumers. And that is exactly what has happened.

How do we know? Because the American people tell us so. Arbitron surveyed 2,000 people and found that 79% of Americans believe they get more or the same amount of programming choice as they did five years ago.

This survey is remarkably consistent with separate polls conducted by The Mellman Group and Zogby International, two nationally-respected polling firms. All three surveys find that by

overwhelming majorities, Americans give high marks to local radio stations for providing news, information and entertainment programming that they value. And all free of charge.

I'm not naive enough to think these surveys are going to convince strident critics who paint radio as a poster child for bad deregulation. But objective observers ought not cavalierly reject the fact that vast majorities of Americans hold their hometown radio stations in very high regard.

Even with deregulation, radio ownership remains far more diversified than virtually all media. There are 3,500 separate companies that still own stations in the U.S. The top 10 radio companies account for less than 45% of industry revenue. That's far less market power than in the record industry, the movie industry, or in cable TV. In cities like Philadelphia and Kansas City, independent, local operators like Jerry Lee and Michael Carter consistently are among the top rated stations.

Bottom line: Congress got it right with radio deregulation. Listeners are now better served by stronger companies, and program formats are as diverse as the American population.

Radio's revival is evident on both Wall Street and Main Street. But that revival could be jeopardized by an FCC initiative that would re-define what constitutes a local radio market. Congress did not change the FCC's existing definition when it enacted new local radio ownership limits in 1996. Broadcasters in large and small markets made significant business decisions based upon the existing market definition. Therefore, it would be inappropriate for the FCC to change the definition. However, if there is a change, the Commission at the very least must grandfather existing combinations and permit licensees to transfer these combinations in future sales.

Now to television. The question here is how best to allow local broadcasters to compete in a world where TV networks have expanded through alignments with Hollywood studios, and where cable companies have become mega-giants?

The answer, in our view, is through modest deregulation. For starters, we have offered a creative "10/10" proposal that would permit duopoly TV combinations in small and medium markets. Under the plan, two stations with viewing shares of less than 10% could be co-owned, or one station with a viewing share of 10 or higher could partner with another station with a share of less than 10.

The FCC has permitted duopolies in large markets, and that has resulted in increases in local news and public affairs programming. With small and medium market TV stations struggling to justify the financial strain of converting to digital, the "10/10" plan would provide a huge economic boost to markets like Boise and Bangor and Birmingham.

NAB also supports lifting rules barring common ownership of newspaper and broadcast properties in the same market, and the rule that limits local TV/radio combos. These rules date back to the early days of cable TV, and before satellite TV or the Internet even existed. They are relics of a distant era, and ought to be eliminated.

As many of you know, Chairman Powell discussed at the NAB Convention a so-called "diversity index" to assure that diversity is not abandoned by consolidation in local markets. While details are still being debated, he assured us that the test will be simple, easy to administer, and reasonable. We've examined this idea from many different perspectives, but we're concerned that applying such an index will be difficult, if not impossible, to administer. We look forward to learning more about this proposal.

I'll close by noting that through eight decades, local radio and TV stations have chronicled fireside chats and high school basketball games, presidential debates and emergency weather alerts. Broadcasters have been there for moon landings, shuttle disasters and unthinkable acts of terror.

Local stations face unparalleled competition. We encourage the FCC to adopt rules allowing free, local broadcasters to build on our record of bringing community service home. With adoption of modest deregulation, and with the ongoing transition to digital, the world's finest system of free, local broadcasting will only get better.

I want to close by again thanking Patrick for inviting me today, and to commend the Media Institute for your commitment to free speech. I'll be happy to take a few questions.



Subject: **The Deconstruction of AOL/TW**  
From: "Craig Birkmaier" <<mailto:craig@pcube.com>>

*Note the paragraph that talks about Viacom and GE being in the market for more cable properties. Sounds like a great sequel for the Terminator series:*

### **Terminator V - Reconstituting the Golden Oligopoly**

Subject: **Ted To Bid For AOL Pro Teams**  
From: Via Shoptalk

Ted Turner's stepping up to the plate in a pitch for AOL Time Warner's pro sports teams as the media giant prepares to unload a number of its top properties including Comedy Central, reports Phyllis Furman in her business column in The New York Daily News.

The outspoken media mogul's in talks with several Turner Broadcasting execs about joining them in a bid for the Atlanta Braves, NBA Hawks, and NHL Thrashers, sources said. The Turner group is expected to make an offer this week, insiders said. "They're trying to get Ted on board," said a source close to the talks.

AOL Time Warner is selling off its sports teams as part of a broader effort to shave a heavy debt load. The stumbling media giant is about to announce asset sales as it prepares to release its quarterly profit report Wednesday.

"They have a history of selling good properties," said Sanford Bernstein analyst Tom Wolzien.

AOL Time Warner's also looking for buyers for its book publishing group and for parts or all of its music division.

Fortuitously, Viacom's in a buying mode. In addition to the Comedy Central deal, the CBS-owner also is said to be making progress in talks to acquire the Sci Fi Channel and possibly the USA Network from cash-strapped Vivendi Universal. But sources said GE's NBC also remains a serious suitor for general interest network USA.

As for AOL's sports franchises, the execs bidding include Turner's longtime pal and trusted lieutenant, Terry McGuirk - now head of the Turner Sports Teams - McGuirk's No. 2 Stan Kasten, and Bill Bartholomay, the Chicago businessman who owned the Braves in Milwaukee and moved them to Atlanta.

Fans have clamored for Turner to reclaim the Braves, but the ex-AOL Time Warner vice chairman has said he doesn't have the cash to make a bid on his own. He hasn't ruled out buying a stake in the team.

A spokeswoman for Turner declined to comment. AOL Time Warner also would not comment.

A Turner bid would pit the CNN founder against two other suitors - former Madison Square Garden chief Dave Checketts and Dallas auto tycoon David McDavid.

Checketts and his backers, George Soros and Los Angeles businessman Eli Broad, have offered \$450 million for the sports teams, a related cable TV network, and an Atlanta sports arena. Checketts declined to comment.

Last week, the former MSG boss withdrew his offer for the Los Angeles Dodgers because the seller, News Corp., refused to sell the sports network that carries the teams' games. Earlier, Checketts lost out in a bid for the Boston Red Sox to a suitor who had leg up because he already owned a baseball team.



Subject: **Bush Administration Urges FCC To Complete New Media Rules**

From: "Craig Birkmaier" <mailto:craig@pcube.com>

Source: Dow Jones and Company, Inc.

April 25, 2003 - Dow Jones Business News: WASHINGTON (Dow Jones)--The Bush administration has weighed in on a procedural tussle over an effort by the Federal Communications Commission to rewrite rules that govern corporate ownership of the media.

Commerce Secretary Don Evans on Thursday urged FCC Chairman Michael Powell to adhere to his self-imposed June 2 deadline to complete the task. The rewrite is expected to deregulate ownership, and opponents of the move have asked Powell to spend more time detailing the FCC's findings to the public.

Among those asking for more time are the FCC's two Democratic commissioners. Congress has sent the agency mixed signals, with some members urging delay and others urging prompt action.

But echoing Powell, Evans said in a letter that the commission has been looking at the issues since 2001 and "has an extensive record on the subject. I commend the commission on its hard work in gathering the evidence and opinions needed to make an informed decision."

Evans praised Powell for "recognizing the need to resolve the uncertainty surrounding the potential rule changes and setting June 2 as the target date for a decision in this proceeding.

"On behalf of the Bush administration, I urge the commission to adhere to the schedule you have outlined."

The FCC by law must review its media ownership rules every two years, with an eye toward deregulation in light of increased competition to broadcasters from cable, satellite and the Internet. Federal courts have also challenged most of the rules, bringing more urgency to the task.

The rules govern national and local ownership restrictions. Courts have upheld their basic goal of ensuring that no single voice gain dominance in the marketplace of ideas. But the courts have also said the FCC has failed to justify its current rules.

-By Mark Wigfield, Dow Jones Newswires; 202-828-3397;  
Mark.Wigfield@dowjones.com .

<<Dow Jones Business News -- 04/24/03>>



Subject: **Survey: About 81% of Americans expressed general familiarity with HD**  
From: "Craig Birkmaier" <<mailto:craig@pcube.com>>

"Warren Publishing's CONSUMER ELECTRONICS DAILY reports that about 81% of Americans expressed general familiarity with HDTV in a survey conducted by Dove Consulting, and 13% said they owned HDTV-capable TV set. It said 6% had bought HDTV within last 6 months, and 7.6% were considering buying one within next 6 months."

There is something strange going on here; I suspect that it has to do with the sample used for the survey. There are now more than 105 million U.S. homes according to Nielsen and others. 13% of this would be more than 13 million HDTVs; at NAB the CEA indicated that we have just passed the 5 million mark.

Theses numbers could be accurate if the sample were skewed to higher income brackets.



Subject: **Purchase of Digital Cinema Cameras on the Rise among Production / Post Facilities**

-- By 2003 two thirds of all production/post houses will own Digital Cinema Cameras --

According to SCRI's just released 2003 - 2005 Digital Cinema Marketplace Report , by the end of 2002 almost half (47.3%) of all film and video production and post facilities worldwide already owned digital cinema cameras -- and by year-end 2003, the installed base will rise to two thirds of all facilities (65.8%).With a fifth of all facilities still unsure, the adoption rate is likely to be even higher. Among cinematographers, the current installed base is already at 60%.

Facilities in the USA are quicker to adopt digital cinema cameras than their counterparts in the rest of the world -- 53.6% of US production/post facilities currently own these cameras compared to 36.6% in the ROW. By the end of 2003, 70.5% of US facilities will have purchased a digital cinema camera compared to 57.5% in other countries.

Data for the 2003 - 2005 Digital Cinema Marketplace Report was derived from extensive surveys conducted by SCRI, in conjunction with Digital Cinema Magazine.

The report details the impact of digital cinema on all four aspects of the digital cinema chain: acquisition, postproduction, distribution and exhibition. Form more information go online to: <http://www.scri.com/dc2003.html> and/or contact [info@scri.com](mailto:info@scri.com)

Source: SCRI International ([www.SCRI.com](http://www.SCRI.com) | [info@scri.com](mailto:info@scri.com))

Excerpted from SCRI's 2003 - 2005 Digital Cinema Marketplace Report Report  
(<http://www.scri.com/dc2003.html>[http://www.scri.com/sc\\_hdtv\\_2002trendsnb.html](http://www.scri.com/sc_hdtv_2002trendsnb.html))

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**Subject: Less than half of public TV stations missed May 1 DTV deadline**

More than 40 percent cited legal hold-ups as a reason why they missed the May deadline.

FCC poised to raise ownership cap to 45 percent

FCC Chairman Michael Powell appears to have the votes on June 2 to raise the station ownership cap to 45 percent.

FCC's Powell says newspapers will "fare well" under ownership changes. FCC research shows that cross-owned media properties offer more news programming and win more news awards than independent news outlets, Powell said.

Bridges Network announces plans for first U.S. Muslim channel. The English-language channel would feature news, talk shows, "wholesome" sitcoms, advice shows, children's programming and movies about Muslim life in the United States.



**Subject: 19 NEW DTV STATIONS ON AIR**

From: "Taylor, Melisa" <MTaylor@nab.org>

May 6, 2003 - WASHINGTON, DC - The National Association of Broadcasters announced today that 19 more commercial television stations have begun transmitting a digital signal, bringing the total number of stations broadcasting in digital to 885.

Of the 19 new DTV stations (listed below), one is the first in its market on air with DTV (marked with an \*).

- \* KPAX Missoula, MT (Market Rank #169), Cordillera-owned CBS affiliate
- \* WPTV West Palm Beach, FL (Market Rank #39), Scripps Howard-owned NBC affiliate
- \* KMTV Omaha, NE (Market Rank #78), Emmis-owned CBS affiliate
- \* WKBT La Crosse, WI (Market Rank #123), Morgan Murphy-owned CBS affiliate
- \* WTWB Greensboro, NC (Market Rank #46), Pappas Telecasting-owned WB affiliate
- \* WUPV Richmond, VA (Market Rank #59), Lockwood-owned UPN affiliate
- \* KTEN Sherman, TX (Market Rank #160), Lockwood-owned NBC affiliate
- \* WILX Lansing, MI (Market Rank #111), Gray Television-owned NBC affiliate
- \* WBXX Knoxville, TN (Market Rank #63), ACME-owned WB affiliate
- \* KBJR Duluth, MN (Market Rank #136), Granite-owned NBC affiliate
- \* KRCR\* Redding, CA (Market Rank #132), Lamco-owned ABC affiliate
- \* WUPW Toledo, OH (Market Rank #68), LIN Television-owned FOX affiliate
- \* WYBE Philadelphia (Market Rank #4), singly owned independent
- \* WPCB Pittsburgh (Market Rank #21), Cornerstone-owned independent
- \* KQDS Duluth, MN (Market Rank #136), Red River-owned FOX affiliate
- \* WVII Bangor, ME (Market Rank #153), Rockfleet-owned ABC affiliate
- \* WHNO New Orleans (Market Rank #42), LeSea-owned independent
- \* WOTF Orlando (Market Rank #20), Univision-owned Telefutura affiliate
- \* KVRR Fargo, ND (Market Rank #118), Red River-owned FOX affiliate

DTV signals are now being transmitted in 189 markets that include 97.67% of U.S. TV households. In addition, 78.06% of the more than 106 million U.S. TV households are in markets

with five or more broadcasters airing DTV and 46.34% are in markets with eight or more broadcasters sending digital signals.



### **Give-and-Take F.C.C. Aims to Redraw Media Map**

By: Stephen Labaton

May 11, 2003 – WASHINGTON - In a few weeks, the Federal Communications Commission will vote on what could be the most significant change in the rules governing media ownership in a generation, greatly expanding the reach of the nation's largest broadcast and newspaper companies. With that vote, the commission's chairman, Michael K. Powell, may finally find himself back in control.

Before he became chairman of the five-member commission in 2001, Mr. Powell expressed deep skepticism of many media ownership restrictions, calling them unnecessary impediments in a changing marketplace, and the current review is perhaps the single most important procedure of his tenure. But his ability to execute his agenda came into question three months ago when he lost a commission vote that changed the nation's telephone-rate rules. One of the other Republicans, Kevin J. Martin, voted with the Democrats on some issues, undercutting Mr. Powell. The vote effectively gave policy authority to Mr. Martin, his junior rival.

Officials say Mr. Powell learned from that experience and has negotiated intensively with Mr. Martin in recent weeks to reshape Mr. Powell's media-ownership rule plan, which has led to a tentative accord. If it holds, it will give Mr. Powell the bare 3-to-2 majority he needs, although it will also mean that the final plan will be somewhat different from his original.

All sides agree that if the Powell-Martin coalition holds, the commission will adopt rules that enable the largest media companies to grow - by entering new markets and taking greater market shares in some cities by owning more stations, as well as newspapers, in the same markets.

But the battle is not over. Some companies, unhappy with elements of the plan, have important allies in Congress and are lobbying to change it. And a campaign has been undertaken by consumer groups, artists, musicians and academics to stop the proposed rules, arguing that further media consolidation is dangerous. They have been led by Michael J. Copps, the senior Democrat on the commission, who has held hearings around the country. The commission's newest member, Jonathan S. Adelstein, a Democrat, has not publicly expressed his views on many of the issues but is widely expected to join Mr. Copps.

The package negotiated largely by the three Republican commissioners - Mr. Powell, Mr. Martin and Kathleen Q. Abernathy - will be delivered formally to all commissioners in draft form on Monday and voted upon on June 2. Further modifications are inevitable, but officials say the broad outlines are already clear.

"We will not be eliminating any of the rules in total," Mr. Powell said in an interview on Thursday. "One or maybe two will likely be retained. Others will be modified."

To win Mr. Martin's support, for instance, Mr. Powell agreed to allow a company to own both a broadcaster and a newspaper in more concentrated and smaller markets than Mr. Powell had proposed. Mr. Powell also agreed to make less use of a so-called diversity index, a tool his staff had developed to measure whether a city has a diverse-enough range of media outlets to permit further ownership concentration.

If approved, the plan would be a huge victory for the nation's most prominent newspaper and broadcast chains, including Gannett, the Tribune Company and Belo. (The New York Times

Company, which owns 19 newspapers, eight television stations and two radio stations, has supported repeal of the newspaper-broadcast cross ownership rule.)

For his part, Mr. Martin has tentatively agreed to a modest increase in the maximum size of the nation's largest broadcasters, as measured by the percentage of the national audience they reach. While Mr. Powell had considered a virtual elimination of the limit, the compromise is to raise it to about 45 percent, from the current 35 percent.

Critics have called the increase unjustified and dangerous because it would give the networks and media conglomerates even greater control. But officials say Mr. Powell and Mr. Martin concluded that the increase was incremental, considering that two companies, Viacom and the News Corporation, are now hovering at around 40 percent because of their successful court challenge to the current cap. Both Rupert Murdoch, whose News Corporation controls Fox, and top executives of Viacom, which owns CBS, have pushed for elimination of the cap so they can make further acquisitions.

Although the rule changes, in their final form, may be more modest than some big media companies had sought - the networks have already threatened to bring litigation even before they are announced - the deregulatory trend has some critics deeply concerned.

They say more mergers will diminish the quality of news, including coverage of local events, and will eliminate diverse voices, promote greater uniformity of entertainment and reduce competition over the airwaves.

"There has already been a tremendous amount of consolidation and that has had some severe consequences," Mr. Copps said last week. He noted that fewer cities now had two newspapers and said entertainment was becoming homogenized, artists and musicians were often finding it more difficult to get on the airwaves, and media outlets were increasingly failing to respond to community concerns. "These are changes of terrible importance to the future of the country, and it is hard to see how further deregulation promotes diversity, competition and localism," he said.

But Mr. Powell has his own parade of horrors that he fears may occur if the commission fails to act. He contends that the future of free over-the-air television is in jeopardy because of the growing popularity of cable and satellite TV. He says the economics of the news business are such that consolidation may help combined television-newspaper companies do a better job. Finally, he says that he has little choice because both a federal appeals court and Congress have directed the commission to re-examine the rules, and that further delay serves no one.

"This isn't like wine," he said. "It doesn't get better with age."

In his attempt to avoid a repeat of his failure to win the telephone-rate debate, Mr. Powell says he has reached out to industry and other groups about their concerns. He denies the accusation by some executives who say that in the process, he has engaged in a form of regulatory log-rolling - bargaining to help them in one set of proceedings to gain their support in another.

In one disputed episode on April 7, a group of broadcast executives met with Mr. Powell at a Las Vegas hotel near the National Association of Broadcasters convention. The executives - from Post-Newsweek Stations, Scripps Howard Broadcasting, Hearst-Argyle Television, Cox Television and Belo - had tried unsuccessfully for more than a year to meet with him to discuss a petition they had filed against the networks. The petition accused the networks of imposing anticompetitive conditions.

According to participants in that meeting, Mr. Powell listened to the group's opposition to changing the national ownership cap and then posed what he called a hypothetical question: Would the group support an increase in the ownership cap to 45 percent if the F.C.C. ruled favorably on some aspects of their petition?

Participants and others who were briefed about the meeting said the group, known as the Network Affiliated Stations Alliance, refused to budge, even though top aides to Mr. Powell made more direct bargaining requests to the alliance at other meetings.

Mr. Powell said he never mentioned the idea of a trade of one rule for another. He said he raised the two issues, as he has in other meetings, to see how to relate the concerns of any group as part of broader rule making.

But there is evidence that Mr. Powell's hypothetical, and other comments from his aides to executives, were read differently by at least one company and had an impact on the debate.

According to documents on file with the commission, Mr. Powell and his aides held further meetings that week with senior executives from Belo, which has good ties to the Bush administration and owns The Dallas Morning News, The Providence Journal in Rhode Island, two other daily newspapers and 19 TV stations that reach nearly 14 percent of the nationwide market. After those meetings, the company reversed itself and no longer opposed an increase in the cap.

In an April 16 letter to Mr. Powell, the company's chief executive, Robert W. Decherd, said that it had agreed to an increase in the cap "in return for favorable commission action" on a petition on a different issue now before the commission.

"Mr. Chairman, this position represents something of a departure from Belo's comments previously filed in this proceeding," Mr. Decherd wrote. "But, as stated above, all parties need to make reasonable concessions in support of your effort to complete the rule making."

Both Mr. Powell and Belo executives said that he had never asked them to write the letter and had never pressed the company to change its views. On Thursday, Representative John D. Dingell of Michigan, the ranking Democrat on the House Energy and Commerce Committee, posed a series of written questions to Mr. Powell about Belo. The Belo letter and the meetings the company had with the commission before the letter was issued also prompted complaints from other companies that have opposed Mr. Powell's proposals.

In a recent letter to Mr. Powell, James F. Goodman, the president of Capitol Broadcasting, which owns a group of TV and radio stations in the Carolinas, derided what he called a climate of "Let's Make a Deal."

"This ownership review will change what citizens in every community in America receive on their local news, sports, weather and public affairs programs, as well as how they receive it, and it will determine the kind of national network programming that ultimately is available in their homes," Mr. Goodman wrote in a letter to Mr. Powell. "This debate should not take place with deal making and concessions between a few major media companies and a government agency with appointed, not elected, officials."

Mr. Powell denied that there had been any deal with Belo. "This isn't 'Let's Make a Deal,' he said. "I don't make deals like that."

The original federal limits on broadcast size in the 1930's reflected a desire to avoid the experience in Europe, where totalitarian governments controlled media outlets and stifled diversity and dissent. The predecessors to the current rules were upheld against repeated challenge from the media industry by Supreme Court rulings that deferred to regulators and broadly found restrictions to be in "the public interest." Rejecting the industry's view that it should be regulated solely by antitrust principles, the court said the F.C.C. rules were a justified deterrent to "monopolistic domination in the broadcasting field."

The rules evolved over the years. In the early 1940's, the F.C.C. adopted rules prohibiting ownership or control of more than one radio or TV station in the same market. In 1953, limits were placed on the total number of stations a company could own or control in each market. And in 1975, the commission adopted a rule prohibiting a company from owning a station and a newspaper in the same market, though it exempted some companies that already held both. The Supreme Court upheld the new rules three years later.

But the tide began to change in the 1990's, as the nation's largest companies looked to expand. A wave of consolidation began. In the landmark Telecommunications Act of 1996, Congress both raised the national ownership cap to 35 percent, and in a largely unnoticed but crucial provision, greatly helped the biggest companies by ordering the F.C.C. to conduct comprehensive reviews every two years to justify the rules.

Then the networks and some sectors of the broadcast industry began to find allies at the United States Court of Appeals for the District of Columbia. In the last two years, the court, in a stream of opinions, has heavily criticized the commission's justification for some rules and either struck them down or ordered the commission to reconsider them.

For decades, the three guiding principles of the cumbersome set of restraints on the size of media conglomerates have been the promotion of diversity of views, competition and local news and commentary. All sides in the current debate - from Mr. Powell and Mr. Martin to Mr. Copps - say they agree with the goals but then reach significantly different conclusions about how to achieve them.

Mr. Copps says he cannot understand how further consolidation can promote any of these goals. He and the affiliate stations not owned by the networks fear that by shifting the locus of programming decisions to big corporate headquarters in New York and Los Angeles, small and medium-size cities will suffer.

Mr. Powell and Mr. Martin counter that in the case of the newspaper-broadcast restrictions, the ability of companies to work together and achieve benefits of scale in news presentation will improve the quality of local coverage. They also say that diversity of voices, a difficult thing to measure, is far less a concern in a society where cable and satellite subscribers can now receive hundreds of channels in addition to an unlimited amount of material from the Internet.

Mr. Copps and his allies reply that channels and Web pages are simply pipes, with content supplied by a handful of companies.

The debate is hardly likely to be settled next month, when the F.C.C. hands down its rules. For one thing, a variety of companies and other interested parties have already vowed to bring a new round of litigation if they lose at the commission. And because Congress now requires the commission to review the new rules every two years, an opportunity to change them will come again in 2005.

By then, Mr. Powell said, "it will be even trickier."

"What are the implications of satellite radio?" he asked. "What about high-definition-television multicasting? Where will the Internet be?"

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Subject: **HDTV SAP Channel?**

From: "Mark Schubin" <<mailto:tvmark@earthlink.net>>

There might be something worth exploring here in regard to the level of performance we can expect from the DTT-reception circuitry due starting next year.

In appropriately-equipped analog TVs, a viewer may select MAIN, SAP, or MAIN+SAP audio. Thus, a broadcaster can transmit the main audio as, say, matrixed surround sound and a viewer can add the descriptive audio to that, if desired.

ATSC A/52, the DTT audio standard, certainly allows for that, too. There can be a six-channel complete mix (CM) and there can be a single-channel descriptive service for the visually impaired (VI), and the two can be combined in appropriately equipped receivers.

In this case, the appropriate equipment is dual-stream audio decoding. To the best of my knowledge, of the 650,000 or so ATSC receivers of any kind that have been shipped to U.S. dealers, zero have dual-stream audio decoding.

Therefore, the VI channel cannot be solely for audio description. If it is, a viewer selecting VI-only will miss the dialogue, narration, music, and sound effects of the full mix.

The problem exists not only for VI. It was anticipated that some stations would opt for a six-channel surround-sound music-&-effects (ME) mix to be added to a dialogue (D) channel instead of using CM. The advantages are that multiple languages may be accommodated simply by adding more single-channel Ds instead of six-channel CMs. But ME+D requires dual-stream audio decoding, which no receivers have.

There's more! The marvelously flexible A/52 standard allows for commentary (C) channels. A science show aimed at kids could carry post-graduate-level commentary on a C-channel. Of course, for the surround-sound experience, one would need C+CM or at least C+ME. But that, too, requires dual-stream decoding.

Furthermore, the current lack of dual-stream decoding can be a problem long into the future. If every manufacturer suddenly adds it, there are still 650,000 or so receivers without it. What broadcaster will be willing to disenfranchise those 650,000 or so households by transmitting, say, ME+D, and forcing them to listen to EITHER dialogue OR music-&-effects, but not both?

So, here we are with -- what are they calling them now? -- fifth-generation DTT receivers from such sources as ATI, Broadcom, and Zenith. There's no question that they are dramatically better than the least-expensive first-generation units. Next July, some NTSC receivers must begin to include DTT-reception circuitry. What kind of circuitry will that be?

Will it be fifth-generation stuff with advanced equalizers with broad multipath ranges? Some say that manufacturers will do just that. But those are the same manufacturers who have yet to include dual-stream audio decoding in any receivers.

We shall see.



Subject: **When Buying A Used Transmitter, Review the PCB Rules First**  
From: Gray Haertig <<mailto:gfh@haertig.com>>

Remember, when considering purchase of a used transmitter, the seller cannot legally sell you anything containing PCBs, nor are you allowed to purchase them. The seller must properly dispose (have properly incinerated and have a certificate of destruction) of ALL PCBs before he sells the XMTR to you. He cannot transfer that responsibility to you.

Even if you have a contract to transfer responsibility, it is not valid and the seller still owns those PCBs. And by the way, the rules also apply to the purchase of an entire radio station if its XMTR contains PCBs. The ownership of the XMTR cannot be transferred to you as long as it has PCBs in it.

Transporting a transmitter with PCBs may also trigger some DOT hazardous material transport regulations. PCBs are nothing you want anything to do with, unless you are getting PCB items that you already own properly destroyed.



Subject: **Nearly 40 Percent of U.S. Homes will be Viewing HDTV Programs in Five Years**  
From: "Craig Birkmaier" <<mailto:craig@pcube.com>>  
Source: Business Wire

Nearly 40 Percent of U.S. Homes will be Viewing HDTV Programs in Five Years, Says New Yankee Group Report

BOSTON--May 12, 2003--Rapid deployment of HDTV by cable operators and growing availability of HD programming will drive HDTV signals to 41.6 million homes (nearly 40 percent of the U.S. total) by year-end 2007, according to new report from the Yankee Group. The report "HDTV Finally Overcomes Industry Inertia, Set For Rapid Growth," reviews the events affecting HD growth in 2002, and forecasts the numbers of homes that will receive HD signals. It analyzes the drivers of HDTV carriage by cable and satellite operators, and explores the challenges HD programmers face. Select findings include:

HDTV's 720p and 1080i formats will coexist for the foreseeable future

Despite the incremental cost, HD programming will continue to grow

HD can be a competitive differentiator, even for programming with limited visual appeal

Programmers without an HDTV product will lose out to competitors as high-value viewers shift to HD programming

DBS' retail presence is a competitive advantage, making it available at the same point of purchase as HDTV monitors

Advertisers will need commercials in HD within 2 to 3 years

"Programmers, broadcasters, cable and DBS operators, and device manufacturers all must be HD-capable for the technology to succeed," says Adi Kishore, Yankee Group Media & Entertainment Strategies analyst. "If any link in this chain does not support HD, the consumer will be unable to view HD-quality programming. Regulation that focuses on any one segment in this chain will be inadequate for driving the transition."

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From: "Craig Birkmaier" <[craig@pcube.com](mailto:craig@pcube.com)>  
Subject: **Media Fight Focuses on Local TV Stations**  
By Frank Ahrens, Washington Post

If broadcast networks such as ABC and Fox are prevented from buying more local television stations, viewers may soon have to watch NFL games on cable or satellite, meaning football fans who depend on free, over-the-air television would be out of luck.

Or if they are allowed to buy more stations, they would use their increased muscle to force network programming onto independently owned affiliate stations, even when they would rather show local programs or preempt network programs that may offend community standards.

Either and both arguments may be true. Local television station autonomy is at the heart of one of the media ownership rules set to be changed soon by the Federal Communications Commission. It was also Topic A yesterday at a Senate hearing chaired by Sen. John McCain (R-Ariz.) but starring Viacom Inc. President Mel Karmazin.

"Costs are going up, audience is going down, competition is increasing," Karmazin told the Committee on Commerce, Science and Transportation. Viacom owns CBS, 35 television stations and cable channels such as MTV and Nickelodeon. "The only way to help is to relax the ownership rules," allowing networks to buy more stations and increase revenue, he said.

On June 2, the FCC is scheduled to vote -- and likely pass -- several rules that will make it easier for media giants to buy more newspapers and radio and television stations. Several lawmakers and public interest groups oppose relaxing the rules. The FCC "is putting us on a glide path for big media conglomerates to gobble up independent stations," Sen. Ron Wyden (D-Ore.) said yesterday.

(Democratic FCC commissioners Michael J. Copps and Jonathan S. Adelstein asked Michael K. Powell, the agency's Republican chairman, to postpone the vote, a request typically honored under FCC tradition. Usually, such votes are rescheduled for the commission's next open meeting, about one month later. Powell said he will respond promptly. Republican commissioners Kathleen Q. Abernathy and Kevin J. Martin want the vote to proceed as scheduled.)

Perhaps the most controversial of the six major media ownership rules teed up for review is the "35-percent cap" on station ownership. Networks are not allowed to own a number of stations that combine to reach more than 35 percent of the national audience. Thanks to waivers and shifting market shares, all of the major networks hover around the 35 percent figure, with some actually above the limit, anticipating its lifting.

The FCC's media bureau has recommended raising that number to about 45 percent. Powell is sympathetic to Karmazin. The chairman has said that broadcast television needs regulatory help to continue providing free public-interest programming. ABC, CBS, NBC and Fox are steadily losing audience to cable channels. For the first time last year, the aggregate cable audience surpassed that of the combined networks. About 85 percent of viewers have cable or satellite service.

Further, cable channels have two revenue streams -- advertising and subscription -- where broadcast has one. The smallest major network, however, still has an audience larger than the biggest cable channel, meaning networks can charge advertisers more for commercials.

The rising cost of programming, especially rights fees that networks pay sports leagues to broadcast games, means that networks lose money by putting their shows on broadcast stations instead of cable, the networks say. "Sports content will be the first to go to cable," Karmazin warned, noting that CBS paid \$6 billion to broadcast the NCAA men's basketball tournament for 11 years. "Then other [programming] will follow."

The surest way to save free television, the networks argue, is to let them to buy more stations, which routinely log profit margins of 20 percent to 50 percent.

Not everyone agrees. Last week, Rep. Richard Burr (R-N.C.) and three other members introduced legislation that would codify, or essentially set in stone, the 35 percent cap. Sens. Ernest F. Hollings (D-S.C.) and Ted Stevens (R-Alaska) introduced the same bill yesterday.

The Network Affiliated Station Alliance, representing 600 stations not owned by networks, is pushing to keep the 35 percent cap, saying that increased network station ownership would put independently owned stations at a disadvantage when dealing with the networks and would hurt localism. The Alliance is led by Alan Frank, chief executive of Post-Newsweek Stations Inc., the six-station group owned by The Washington Post Co.

That sentiment was echoed at yesterday's hearing by James F. Goodmon, chief executive of Capitol Broadcasting Co., a five-station television group based in Raleigh, N.C. When Goodmon's Fox-affiliate station received Fox's "Who Wants to Marry a Multi-Millionaire?" reality show, station management refused to air it, saying it would offend Raleigh community standards. "It was demeaning to marriage and family," Goodmon said. Goodmon's affiliate agreement with Fox allows his station to preempt network programming if he believes it will offend his audience. After much negotiation, Fox allowed the preemption.

However, Goodmon said, if he wants to preempt Fox programming to carry, say, a basketball game between two local college teams, he gets one "strike" from the network. Two more strikes -- preemptions not based on community standards -- and he could lose his Fox affiliation. If Fox and other networks are allowed to buy more stations, local station owners like him will have even less leverage against the networks, Goodmon said.

Powell and some lawmakers argue that the explosion of cable channels and the Internet gives news consumers many more sources for news in addition to local television stations, thereby protecting them from increased consolidation. But Goodmon pointed out that most viewers still get their local news from local broadcast stations. "You can have 500 cable channels and never hear the name of your town mentioned," he said.

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## Parting Shots

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By Larry Bloomfield

Just a note while on the road with the Road Show to say thanks to Jim, who is now back in form. He did the news section of this edition while I rambled on about the Road show. Also, check out the National Translator Association. They're really out there hitting their heads against the wall when it comes to the FCC and applications for translator service. Their Aim: "To provide FM and TV signals in every home!"

So now we'll forgo the rest of Parting Shots for this edition. Stay tuned for more news and on the road reports. Come and see us at one of the venues on the Road Show. You can see our venues at [WWW.Tech-Notes.TV](http://WWW.Tech-Notes.TV) select the Taste of NAB2003 button and there it all is.

[Larry@Tech-Notes.TV](mailto:Larry@Tech-Notes.TV)

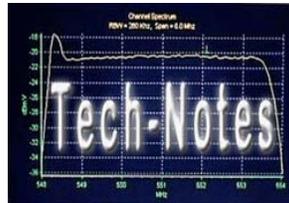


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