

Not everyone enthusiastic about the future of TV

By Anne Stuart

CAMBRIDGE, Mass. (AP) — What will television offer at the turn of the century?

A combined menu of junk food and three-star meals, said Michael Fuchs of HBO. New opportunities to educate and enlighten, said Jennifer Lawson of PBS. Too many choices, said singer-actor Ruben Blades.

All wrong, said W. Russell Neuman, a Tufts University professor. "It won't even BE television."

Even the word will sound as dated then as "horseless carriage" does now, Neuman predicted at a recent Harvard University conference on the future of television.

It isn't clear what we'll call America's favorite pastime. But, Neuman said, "it will be an entirely new medium." Two-way fiber-optics will replace one-way cables, letting former couch potatoes and channel-surfers take a more active role.

"The number of channels becomes completely meaningless in the year 2000 because you've got as many channels as you want," Neuman said. "If you want to watch a particular episode of the 'Mary Tyler Moore Show,' you call it up."

Advertiser-supported programming and the network structures will eventually become "wonderful historical anecdotes," said Neuman, also a research fellow at the Massachusetts Institute of Technology.

Instead, he said, viewers will pay program fees; say, \$2 for a show with ads, \$4 without. "Television will really be in your control," Neuman said.

No one questioned the eventual arrival of some sort of interactive television, a concept that got wide public attention last year with Ross Perot's call for the "electronic town meeting." But not everybody embraced the idea with enthusiasm.

"We run the risk of the technology dehumanizing television, outstripping the content of television," said Fuchs, chairman and chief executive officer of HBO, which co-sponsored the conference.

The plethora of program choices will be "a wonderful thing," Blades said, but he questioned whether viewers would actually watch everything available — or even understand how to access it.

"I think that we risk becoming the best-informed society that ever died of ignorance," the two-time Grammy Award winner said.

And even with the much-lauded technological miracles, don't expect much improvement, sociologist Todd Gitlin warned.

"For all the abundance of delivery systems, under foreseeable circumstances, the small screen is unlikely to transform the possibilities of culture for the better," he said.

