

BEHIND THE SCREENS

PEOPLE, NEWS, AND TRENDS

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Electronic Election '84

Move over, Dan Rather. This election night, computer owners can follow the results—and even discuss them on-line—by hooking into the interactive election coverage planned by electronic data bases such as CompuServe and The Source.

CompuServe will offer Associated Press reports, plus ongoing discussion generated by Republican and Democratic SIGs (Special Interest Groups).

Ingrid Nolley, systems operator for the Republican SIG, says many of her 430 members will spend election night conferencing and watching the results on-line.

Subscribers to The Source can access edited wire-service reports, or experience "interactive electronic journalism," thanks to the Trans-coastal Electronic News Service (TENS).

"This is the only medium where people can talk back to the reporter, ask questions, give suggestions, and discuss reports among themselves," says Sherwin Levinson, TENS co-founder. He says TENS may even offer exclusive exit-poll data in The Source's PARTICIPATE teleconferencing mode.

Both services say they may plan for even more election-night coverage between now and Nov. 6.

—LINDA WILLIAMS

Situation Wanted

Job hunting? You can put your resume on-line where dozens of major companies can see it, and it won't cost you a cent.

Computer Assisted Recruitment International, Inc. (CARI) runs the system, which is paid for by employers who use it. For now, you have to fill out a Candidate Profile form—add a resume, if you have one—and send it to CARI to get into its data base. Soon, however, you'll be able to get on by modem.

Using CARI's computers, employers enter precise specifications for the person they're looking for. CARI responds on-line with information about job seekers that fit. According to a CARI spokesperson, this can



shorten searches from a month to 15 minutes.

CARI originally specialized in engineering and data-processing jobs, but now accepts resumes for any white-collar position. The service started out in the Midwest, but has since gone national, with more than 20,000 resumes and many large corporate customers on-line, including Bank of America. For information, write to CARI at 1501 Woodfield Road, Schaumburg, IL 60195, or call (800) 221-5635.

A New Atari?

If you can't beat 'em, sell out to them. That's what Warner Communications did when it sold Atari to Jack Tramiel, who'd made Commodore into America's No. 1 seller of computers for the home. Nobody's sure what he'll do with the company, but if his record is any clue, it'll be exciting to watch.

Atari made a good computer, but thanks to bad management decisions and a price war won by Tramiel's Commodore, it lost more than \$500 million last year. Rather than simply closing its home computer division, as Texas Instruments and Timex did, Warner sold Atari to Tramiel at a fire-sale price.

Tramiel, who left Commodore in January, quickly installed three of his sons in major positions, and fired all but 300 of Atari's 1,200 employees. (TV spokesman Alan Alda remains on board, Atari says.)

Gone is much of Atari's customer-service staff. The company says it'll still provide service through its Cali-

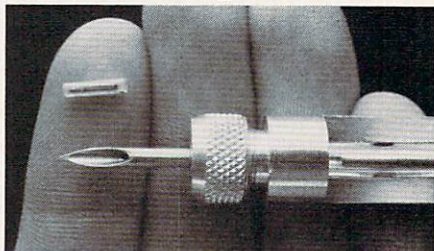
fornia headquarters, but during the transition it'll be very slow. Atari's non-toll-free service number is (408) 745-4851.

Atari will keep selling the 800XL computer and peripherals at least through the holidays, and is cutting prices. After the holidays? At press time, Atari wouldn't say.

At Commodore, Tramiel became legendary for aggressive cost-cutting. He produced powerful computers and sold millions of them at remarkably low prices. But newer Commodore models rarely ran software made for earlier computers, and users' groups complained of inadequate quality control and customer support.

Tramiel apparently intends to compete not only with Commodore, but with Apple and IBM, too. In 1985, he says, Atari will be selling video games, family computers, and even small business computers, "all at affordable, rock-bottom prices." If he can do all that, it'll be a miracle. But it won't be his first.

Fish & Chips



A PIT-TAG, along with the instrument used to implant it.

You don't want to eat these chips with your fish. Federal scientists in the Northwest are preparing to implant salmon with computer chips to follow their migration.

The experimental chips, called Passive Integrated Transponders, or PIT-TAGs, are no bigger than rice grains. Whenever a fish with a PIT-TAG passes by a scanner, the tag will transmit a unique signal—the fish's "name."

Fish hatcheries like the tags, because for the first time they'll be able to keep track of breeding patterns accurately. But the scientists do have a few kinks to work out. They're still wondering where to put the chip so nobody will eat it. ☐