

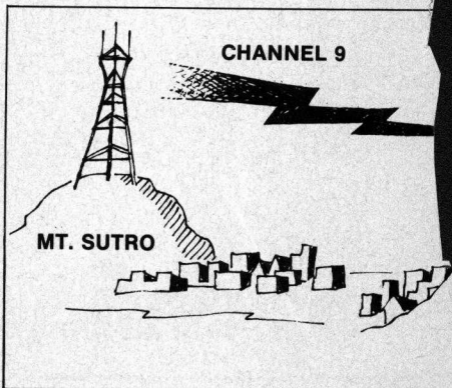
OUT of FOCUS

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THE GREAT SANTA CRUZ TRANSLATOR CRUSADE

Bring in KQED!

IF YOU LIVE on one side of a mountain and KQED happens to be on the other side, all is not lost. There are at least three



HERE'S HOW the Santa Cruz translator will work . . .

ways you can receive it. One is to set up a very tall antenna. Another is to subscribe to cable TV. And the third is to get a lot of money and people together and install a device called a translator.

That's the goal of a group of Santa Cruz viewers. For the last nine months their non-profit corporation known as Educational Television for Santa Cruz, has been seeking funds to put a powerful translator atop nearby Loma Prieta Mountain. The device would receive KQED's signal through the air, amplify it several thousand times, and retransmit it to television receivers below.

At present, only half of the area's 70,000 households can receive KQED, by subscribing to a cable service. With the installation of a translator, fully 80 to 90 percent of them would be able to receive KQED as clearly as if they lived at the foot of Mt. Sutro, without any special equipment.

"It was the obvious thing to do," says Tom Karwin, coordinator of instructional services at UC Santa Cruz and a founder of the group. "We finally decided to stand on our hind legs and do it." Karwin and the group's three other core members all hold full-time jobs. They spend their spare time hunting up financial support for the project they call "Bring in KQED."

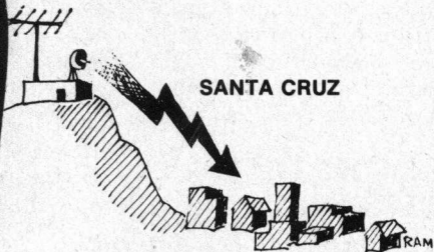
Their first priority is to acquire \$52,000 to purchase the equipment. The rest of the \$121,000 they seek will pay for operation of

the unmanned relay station over the next 10 years.

So far, they've brought in some Revenue Sharing money (though less than they'd hoped for) from the City of Santa Cruz; they have negotiated for free tower space and maintenance from a commercial station whose translator site they will share; and they're planning to take their case to a number of private foundations.

In spite of the proximity of UC Santa Cruz, where one would expect to find legions of potential KQEDers, Santa Cruz will be the last town in the area to bring in public television. Nearby Hollister, Salinas, Castroville and Moss Landing all receive KQED via translator. All told, there are about a dozen such KQED amplifiers in California,
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TRANSLATOR



OUT of FOCUS

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bringing the station to communities from Ukiah to Monterey.

Why hasn't Santa Cruz gotten into the act before now? Not for lack of support, says Karwin, but for lack of initiative. For instance, Monterey's KQED translator was paid for by the public schools, which use instructional programming during the day. According to Karwin, Santa Cruz public schools have no such interest. Nonetheless, other local response has been encouraging. "There are a lot of people who are very interested in bringing KQED to our area."

If all goes well, the group hopes to have the necessary funds by March 1978, and to begin service the following November. Contributions are welcome (and tax-deductible). Send them to: Bring in KQED, c/o Auditing Department, County Bank of Santa Cruz, 1502 Pacific Ave., Santa Cruz, CA 95060.

LOOK, UP IN THE SKY . . .

*It's a bird . . . It's a plane . . .
No . . . It's PBS in orbit!*

CONSTRUCTION IS underway on public TV's satellite interconnection. Ground was broken in June for the Main Origination Terminal in the Bren Mar area of Fairfax County, VA, which will be the hub of an elaborate system linking PBS in Washington with 148 receiving terminals at public TV stations across the US.

The Bren Mar facility will receive programs via a microwave link with PBS headquarters in Washington DC, and will transmit them to individual stations via Western Union's orbiting Westar communications satellite.

Ultimately four satellite channels will be dedicated exclusively to public TV use, giving receiving stations a much wider selection of programming for local broadcast. The satellite system will go into operation in less than two years.

A CHANCE TO SEE "LIVE" TV

*Lights, cameras, action,
celebrities and the
Over Easy Family*

AS MANY OF you know, *Over Easy*, starring Hugh Downs, is now produced live each weekday at the KQED studios. So far such celebrities as Sid Caesar and Imogene Coca, Tennessee Ernie Ford, Howard Fast and Mr. and Mrs. Redd have been scheduled for our show.