

Low-power interest grows larger

Graphic Scanning wants about 100 of the stations to air new network-type programing; SSS plans to show STV fare

Two more communications firms are looking to get into the low-power television business in a big way.

Graphic Scanning Corp., an Englewood, N.J.-based radio paging and MDS operator, is in the process of filing low-power applications in "at least" the top 100 markets. To date, approximately 60 of those applications have been filed.

Satellite Syndicated Systems, a Tulsa, Okla.-based common carrier and cable programmer, has filed eight translator applications in Oklahoma and Michigan and plans to file approximately 25 low-power applications shortly.

Graphic Scanning plans to provide nationally distributed subscription program-

ing via domestic satellite similar to Home Box Office-type programs and will also provide national news service programing.

In applications filed with the FCC, Graphic Scanning said it expects to affiliate with one or more national networks established to serve the low-power television industry, "which it is reasonable to assume will evolve."

If such networks do evolve as the company anticipates, Graphic Scanning envisions setting up a "national advertiser revenue sharing program" for its proposed low-power television network.

Its proposed programing schedule is 35 hours per week of local programing; 25 hours per week of regional programing, and 80 hours per week of national network programing.

Studio facilities for the low-power outlets would feature three-quarter-inch video recorders, electronic newsgathering equipment, color cameras and videotape equipment.

Graphic's low-power outlets would be in the UHF band with a transmitter power output of 1 kw. It estimates construction

costs for each facility to be in the \$80,000 range with first-year operating costs of \$100,000. Proposed equipment for the facilities include Emcee transmitters, Bogner antennas and Andrew transmission lines.

Satellite Syndicated Systems owns 98% of WHRT(TV) Ann Arbor, Mich., a CP with STV authorization that is expected to go on the air within 30 days, with STV service beginning in February 1981. It has applied for translators to rebroadcast the signal of that station in Toledo, Ohio, and Battle Creek, Mich., and, according to SSS's attorney John Fiorini, "possibly more" in the near future.

SSS is also 50% owner of KGCT(TV) Tulsa, Okla.—a CP on ch. 41 with STV authorization—as is Green County TV Inc., owned principally by former CBS executive Ray Beindorf.

They had filed six translator applications to rebroadcast KGCT in Norman, Lawton, Seminole, Stillwater, Edmond and Chickasha, all Oklahoma.

KGCT is scheduled to go on the air some time around the beginning of February 1981 with STV service beginning in early March.

Meanwhile, SSS is making plans to further increase its pay TV operations. It will soon apply for 25 low-power TV stations with program originating capability to allow it to feed programing by satellite. In doing so, one option it may consider is a plan to assist local groups—particularly minority groups—in setting up stations that would carry SSS subscription TV at night and local or specialized programing during the rest of the day. In other cases the firm may opt to own the low-power station outright.

Another SSS plan in the works is one where the firm would approach community groups that already own translators and suggest that they upgrade their translators into low-power television stations so that they can carry the SSS subscription package.

This announcement appears as a matter of record only.

TV Station KLKK 23 and

Tele Vu, Inc.

Albuquerque, New Mexico

\$1,500,000

Equity Financing

We acted as financial advisor to the Company in this financing.



Daniels & Associates, Inc.

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NTIA disputes ABC cost estimates for switch to 9 khz

The National Telecommunications and Information Administration has challenged the accuracy of costs that ABC says it would incur in switching its AM radio stations from 10 khz to 9 in accordance with the so-called "Canadian plan." That plan would require some stations to shift a maximum of 9 khz (BROADCASTING, Nov. 10).

ABC has calculated that it would have to