

Hawk: Broadcast aid not likely

By PETER LEIBIK
Of the Emerald

The antique and inadequate equipment at the Division of Broadcast Services is anything but a secret to University administrators.

"We're not ignoring the situation," says Glenn Starlin, vice-provost for academic planning and resources and a speech professor. "The gravity of the problem, the obsolescence of the equipment, is being seriously considered by the administration."

But as Ray Hawk, University vice-president for administration and finance, explains, the University has other priorities and state and federal funds are in short supply. The chances for upgrading equipment are slight.

"When you start getting into color television, the costs are just so far beyond our capability of funding, there's not much point in thinking about it," Hawk says.

Even if the Carter administration approves a pending matching grant through the Department of Health, Education and Welfare to equip the studio with full-color broadcast facilities — a prospect Hawk doubts will materialize — the University couldn't come up with the necessary \$80,000 matching

commitment, according to Hawk.

"When you start talking about \$80, \$90 or \$100,000 that's a major portion of our equipment money for any one year... you start looking at a chunk that's so big it could wipe you out," Hawk says.

Hawk points out both Oregon State University and Portland State University have broadcast curriculums and that Lane Community College program "puts us us to shame."

"If we cannot do justice by a department and see to it that they have the equipment that's going to make it possible for their students to be properly trained, given modern vintage — if we can't do that — then I think at some point we really do have to ask ourselves... if it's simply too expensive for three universities to try to duplicate facilities on three different campuses. We better just decide which school's going to do it and then advise students to go there," Hawk says.

Starlin says a decision on the future of the Division of Broadcast Services will "hopefully be made in the not-too-distant future." Meanwhile, the estimated telecommunications students who are interested in television production might be wise to start sending for catalogues from other schools.

Broadcasters discuss access to public TV

Local public broadcasters discussed the problems of developing public television in Eugene at the annual awards banquet of the Friends of Public Broadcasting last week.

Although Eugene has four public radio stations, residents have no local access to television stations and must rely on cable for stations from Portland and Salem, whose programs do not reflect community interest here, said Ellie Gruman, president of the Friends of Public Broadcasting.

The organization was formed a year ago to promote public broadcasting in the Eugene area and serve as "a liaison between the stations and the public," said Gruman.

Also speaking at the banquet were John Shepherd, manager of KWAX FM, and Don Larson, manager of the Oregon Educational Public Broadcasting System station KOAC AM.

National Public Radio's "All Things Considered" received an award as the best public affairs program. The award for best news coverage went to KOAC's Mary Kay Mitchell. KWAX won the award for the best special events program for "the Bell Concert Series," and KLCC won the organization's award for minority interest programming.

TV studio

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Yet, with all the technical problems, the division manages to produce respectable talk shows.

"The quality of the University shows is quite good," Dwyer says. "If you have a black and white TV, I don't think you can tell the difference between the University's programs and any other stuff." Lane Community College uses color and is "trying things that are a little more demanding," Dwyer adds.

One faculty member says, "If a person is seriously interested in television production they would go to Lane. I wouldn't send my kid here."

"We've got more cooking now than we've had in quite a while," Sheperd insists. Moscovitz was hired solely to produce programs to be sent off campus.

But Moscovitz points out the "Catch-22" aspect of the situation. "People ask 'why aren't you doing anything? If you did more we'd know about you.' Then they cut you." Then the administration says "Why should we give you more money when you don't do anything," he says.

According to Sheperd, the division has four options. If the University puts up \$80,000 and the Department of Health, Education and Welfare approves a pending

grant request and matches the money three to one, the studio could be equipped with full-color broadcast facilities, portable video equipment and an editing machine — all completely compatible with existing equipment.

A second option would be to invite the Oregon Public Broadcasting Service (OEPBS) to take over the studio. "I'm not sure the goals of OEPBS are the goals of the University," Sheperd adds.

The third option is to spend \$80,000 on color video equipment and continue to use KOZY.

The final option would be to abandon

the studio entirely and switch to a non-broadcasting portable video tape system. "I think that would be a mistake," Moscovitz says, noting his daughter uses portable video equipment in her grade school class. "If we do that, we might as well go back to first grade," he adds.

And if the Division of Broadcast Services doesn't get any money? "I suppose we'll limp along and the cameras will begin to smoke and flames will come out of them," Sheerd says.

"Maybe we ought to fold up," Loeber says. "Maybe a major university should fold up and admit it can't handle television. Maybe we should pack up our tents and go to other schools, because you can't play this game without the marbles."

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