



Dave Sweet, cable network owner, stands in front of his satellite receiving dish.

Photo by Duane Schrag

Cable owner brews 'love' channel

By Brenda Thornton
Of the Emerald

What the world needs now is love, cable TV style, says the owner of a Eugene cable network.

Dave Sweet calls his Eugene-based cable network "earth of love," and says it will have nothing to do with other adult "love" channels or the national networks' "love in the afternoon" soap operas.

Instead of equating love with sex, "earth of love" will revolve around the universal definition of love as a positive, uniting force, Sweet says.

"Love is the key to human experience," he says, "something we all need to share."

With his non-profit network, Sweet proposes to abate what he says is a deepening lack of love. Describing it as "communications with a heart," Sweet is preparing a program schedule that includes children's programming by children, dramatic human interest shows,

theatrical productions, music and even two-way community information services.

"We live in a world with a vast communication potential," Sweet says. "It all comes down to what you want to communicate."

area with four community channels. This entertainment alternative costs \$7.95, a dollar more than Denver viewers pay to choose from 90 channels.

Tonight, at its 7:30 p.m. meeting, the Eugene City Council begins a re-evaluation of the city's cable system. Sweet

a privately owned location.

Teleprompter should adequately supply the community station with the proper equipment, Sweet says. He also says he sees the need for more community access hook-ups around the city, including one in MacArthur Court and one at Autzen Stadium to broadcast events.

His channel — "earth of love" — will be economically beneficial to the Eugene community, he says. As a part of the cable system, "earth of love" will not charge viewers for the programming and could create new jobs, he explains.

As a non-profit organization, funding will be raised by such methods as leasing their mobile unit to community groups and satellite broadcasting of local events and by other contributions.

The network may be on the air in late 1983, Sweet says, but he calls that estimate "conservative."

"Personally, I think we will be broadcasting by the middle of next year," he predicts.

'Communications with heart'

A combined interest in love and telecommunications, prompted Sweet to research the practicality and technical possibility of a national "love" cable network, with eight receiving-transmitting dishes across the nation. The results of his investigation of available facilities were disappointing.

For example, Teleprompter, Eugene's cable franchise system since 1978, provides only 28 channels in the Eugene

plans to present his findings in that meeting.

He wants Teleprompter to provide greater service to Eugene, and he requests that the small 3,000 square foot community studio be moved from its present location at 592 W. 12th Ave., to the vacated Lincoln School. The move would increase studio-space by 1,000 square feet and keep the \$20,000 set for studio repair in a public facility instead of

Open 7 days

kinko's
copies

4c self service

- computerized Xerox
- reduction
- 2 sided copies
- binding
- lamination

344-7894
764 E. 13th University West

DOWN WITH ALLIGATORS!
UP WITH YOU!

Have your own
status polo!

Tippie's

In the Fifth St.
Public Market

Polo shirts in your choice of more than ten colors.
Just 22.00 with your monogram.
Hurry! This week only!

emu Cultural Forum

presents

Friday, March 12
EMU Ballroom
4-7 p.m.

ID positively required
Tickets: \$1.00
Available March 8 at EMU Main Desk

Looking for a
Roommate?

READ
THE ODE