

ASUO cables community

By Jim Moore
Of the Emerald

It's showtime, folks. Smooth professionals combine crisp timing and sharp skills to produce a flowing, entertaining live show.

Well — sort of.

Each Thursday night a representative of the ASUO appears on the local public access television station, cable channel 11, as part of the live show "En Vivo."

"En Vivo" is a half-hour community outreach program that uses a "what's happening" forum to inform its audience of events and affairs around town.

"It's a great way to get in touch with the community," says Barbara McCarthy, ASUO's assistant coordinator of University affairs.

The ASUO was contacted last summer, and a different person has appeared each week, accompanied by the person designated to go on camera the following week, according to McCarthy.

The ASUO contribution to the show consists of only four or five minutes, enough time to make announcements but little else, says Bill Hallmark, ASUO's coordinator of programs and finance.

Hallmark, who appeared on the show Oct. 6, says the atmosphere at the studio is relaxed and informal but offers its share of excitement.

When he went to the studio to observe the show the week prior to appearing, Hallmark says he was enlisted to become part of the staff. When the crew was short-handed, Hallmark — who has no experience in broadcasting or with cameras — was pushed into action and became the floor manager.

Instead of getting an idea of what to expect as a performer, Hallmark had to help keep the show rolling.

But that atmosphere makes appearing on the show a pleasant experience, he says.

Anyone can present a show on

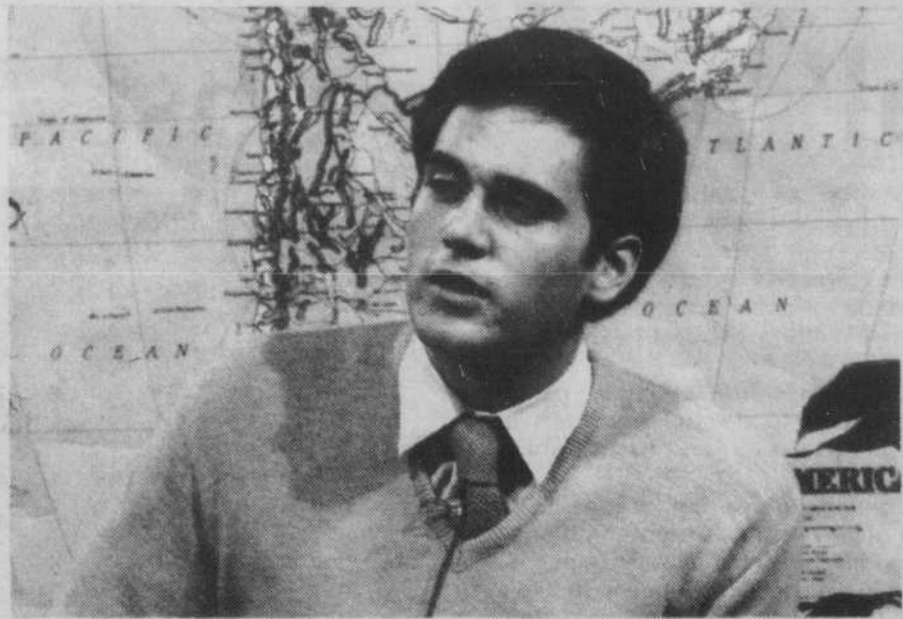


Photo by Dean Guernsey

ASUO representatives appear on cable every week to publicize ASUO events.

the station if they adhere to a few rules.

The station is not allowed to show commercials and must adhere to Federal Communications Commission rules, says Joyce Fessenbecker, center administrator.

People can bring in their own videotapes or use cameras and equipment at the station if they are members of the group, says Lucy Johnson, who works at the station as a volunteer.

Like Johnson and the students from ASUO, most of the people affiliated with channel 11 are volunteers. And that means a promising situation exists for ASUO.

McCarthy says a plan is in the works to expand the ASUO participation to 15 minutes, giving them their own show and more time to more fully explain the events they announce.

The plan includes involving specific ASUO programs and perhaps the Student University Relations Council, which is already involved with community

outreach, she says.

McCarthy envisions a show that could grow to include broadcast students and create internships.

"It can only grow, but I'm not quite sure how it will grow and where it will grow," McCarthy says.

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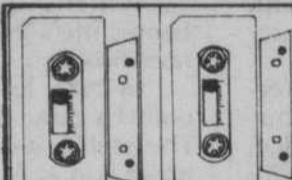
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