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Public accesses community TV

By Sean Nelson
Of the Emerald

University students and members of the public can produce their own television shows through a program offered by Eugene's Community Cable Television station (CCTV).

"People get involved because they have something they want to say," according to Sue Malone, communications specialist for CCTV. For example, people may want to comment on local issues, city government or the environment, she said. Participants gain "hands on experience," and get an opportunity to express their views, Malone said.

One can also volunteer to be part of an existing production crew, Malone said. Volunteers can work in all phases of the production process, she said, including announcing, video editing and using camera equipment. "There is a lot of time and effort involved but the ex-

perience can be very rewarding."

Any production made with use of the (CCTV) equipment has to result in a program on Community T.V., Channel 34, Malone said.

Programs include the U of O News program made by the broadcast students each spring, an arts and entertainment series, a women's issues series, and live coverage of the legislative session in Salem, according to CCTV Production Manager Robert Lewis.

Student journalists in Advanced Radio T.V. — a news class offered by the School of Journalism, cover "whatever the students in the class want to cover," according to journalism Professor James Bernstein, who teaches the class.

Journalism graduate Susan Giesler illustrated how comic books are coming back and used the story for both radio and television. The radio story took about five hours to put together, Giesler said. "After that the video story was much easier because I basically knew what I wanted," Giesler said.

Part of the process involved in producing the story included editing of the tape for final production, Giesler said. Giesler's unedited tape ran from five to 10 minutes, she said, the finished product was from two to two-and-a-half minutes long.

According to Giesler, equipment failure is one of the major problems encountered in videotaping. The sound may not work right or the recorder

may not connect with the camera and you may not have a story as a result, she said.

No orientation for the center is needed because the course is conducted through an agreement between the instructor and CCTV, Giesler said.

"There are as many types of programming as there are people," Lewis said.

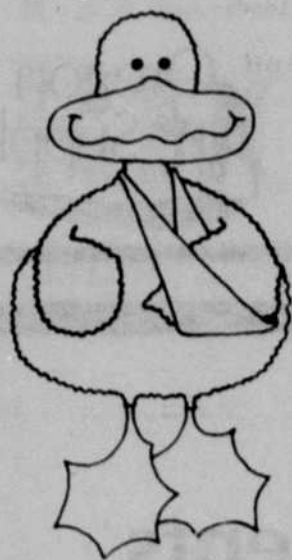
CCTV must get approval from the City of Eugene, the City of Springfield, and the Lane County Board of Commissioners to renew its franchise every three years, he said.

The governmental bodies will require the station to have three channels, one public, one educational, and one government, when the franchise comes up for review in September of 1987, Lewis said.

CCTV currently has a public access channel, Channel 34; an educational channel, Channel 35; a governmental channel, Channel 36; and a special programming channel, Channel 37, Lewis said. They are all a part of CCTV.

"The first step is to attend an orientation to the center," Malone said. The orientations are offered on Thursdays from 7 to 9 p.m. and are informational meetings which cover options for getting involved as well as the policies, rules and regulations of the center, Malone said.

Call CCTV at 343-2089 or stop by at 326 W. 12th Ave. in Eugene to sign up for an orientation session or for more information.



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where we are," Mielke said.

TCI Cable General Manager Brian Sullivan could not be reached for comment.

While Mielke gives viewers a chance to find KLSR, he plans to withhold advertising until the end of July. "Right now we don't even have a sales department on the street," Corkery noted.

Mielke said that he planned to begin an advertising push "around the first of July."

When commercials do begin

to appear (right now they are limited to public service announcements), they will also be packaged differently than most television stations, Mielke said.

"We will not show more than two commercials in a row. That is good for the viewer, who doesn't have to sit through five or 10 minutes of them, and it's good for the advertiser who doesn't want his message buried," he explained.

All that now remains is for the viewers to start tuning in. According to Mielke, public response during the station's first week of operations far exceeded expectations. "It has been phenomenal. We expected to get about 10 calls an hour, but it has been more like 30 to 40. We're overwhelmed," he said, adding that he had kept the publicity for the station under wraps since "we knew we were trying something completely different and we didn't want anybody to steal our thunder."

KLSR also offers local groups a chance to expand their recognition, Corkery said, adding the station is soliciting videos from local bands to incorporate in the daily programming. It plans to feature local talent.

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